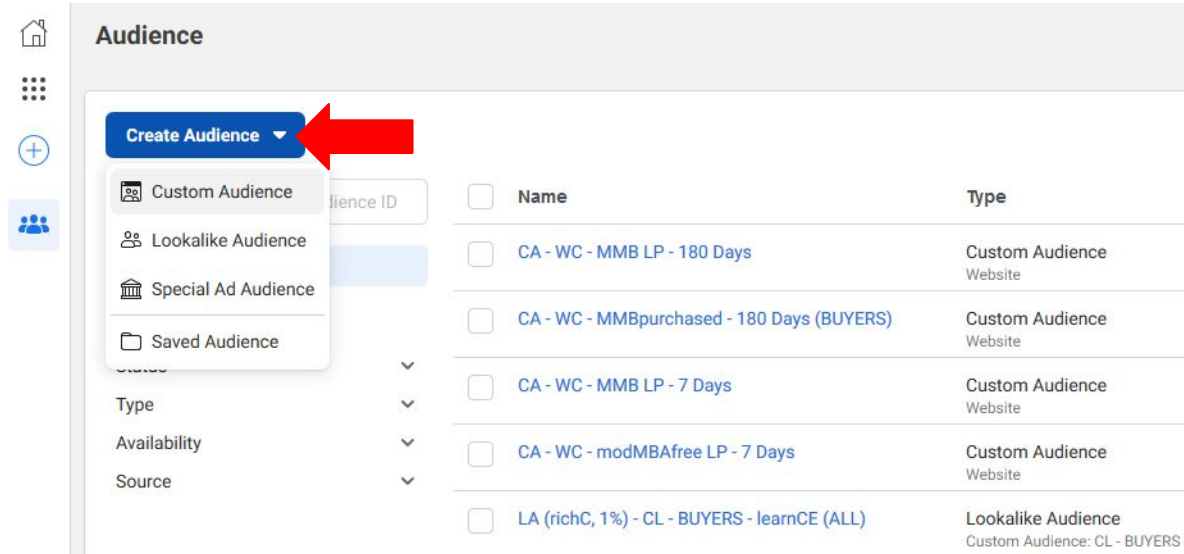


Facebook Audiences

Creating an Audience on Facebook

Facebook Audiences enable you to target people who have engaged with your content, website, or app in the past (Custom Audience). You can also find audiences similar to yours (Lookalike Audience). You can also save time targeting your known audiences quickly (Saved Audience).

- Custom Audience
- Lookalike Audience
- Special Ad Audience
- Saved Audience



The screenshot displays the Facebook Audience Manager interface. On the left, a sidebar contains navigation icons: a home icon, a grid icon, a plus icon, and a group of people icon. The main header is labeled 'Audience'. Below the header, a blue button labeled 'Create Audience' with a downward arrow is highlighted by a red arrow. A dropdown menu is open below this button, listing four options: 'Custom Audience' (with a tag icon), 'Lookalike Audience' (with a group of people icon), 'Special Ad Audience' (with a building icon), and 'Saved Audience' (with a folder icon). To the right of the dropdown, there is a table with columns for 'Audience ID', 'Name', and 'Type'. The table lists several existing audiences, each with a checkbox in the 'Audience ID' column. The audiences are: 'CA - WC - MMB LP - 180 Days' (Custom Audience, Website), 'CA - WC - MMBpurchased - 180 Days (BUYERS)' (Custom Audience, Website), 'CA - WC - MMB LP - 7 Days' (Custom Audience, Website), 'CA - WC - modMBAfree LP - 7 Days' (Custom Audience, Website), and 'LA (richC, 1%) - CL - BUYERS - learnCE (ALL)' (Lookalike Audience, Custom Audience: CL - BUYERS).

Audience ID	Name	Type
☐	CA - WC - MMB LP - 180 Days	Custom Audience Website
☐	CA - WC - MMBpurchased - 180 Days (BUYERS)	Custom Audience Website
☐	CA - WC - MMB LP - 7 Days	Custom Audience Website
☐	CA - WC - modMBAfree LP - 7 Days	Custom Audience Website
☐	LA (richC, 1%) - CL - BUYERS - learnCE (ALL)	Lookalike Audience Custom Audience: CL - BUYERS

Creating a Custom Audience

Custom Audiences can help you reach people that already know your brand via ads on Facebook!

- You can use sources like customer email lists, website or app traffic, or engagement on FB/IG to create Custom Audiences of people who have interacted with your brand.
- Custom Audiences are a really powerful way to target the RIGHT people for your ads.
- It's easy to create your own Custom Audiences on Facebook, and then target them via the Custom Audiences option under the **AD SET** level > **AUDIENCE** of any ad campaign.

The screenshot displays the Facebook Ads Manager interface. On the left is a sidebar with navigation icons and a list of ad sets. The main area shows the 'Audience' section for a specific ad set. A red arrow points to the 'Audience' tab. The interface includes a search bar, a breadcrumb trail, and buttons for 'Edit' and 'Review'. The 'Audience' section has a 'Create New Audience' button and a 'Use Saved Audience' dropdown. Below this, the 'Custom Audiences' section is visible, showing 'INCLUDE people who are in at least ONE of the following' and a list of sources. The 'Audience Definition' section on the right shows a gauge and a message that the definition is unavailable. The 'Estimated Daily Results' section at the bottom right shows that results are unavailable due to budget optimization.

Search

BOF-99modMBA-6-30 [RT modMBA] > retarget 7 days modMBA > 1 Ad

Active

Edit Review

Audience

Create New Audience Use Saved Audience

Custom Audiences Create New

INCLUDE people who are in at least ONE of the following

Website

CA - WC - modMBA LP - 7 Days

Search existing audiences

EXCLUDE people who are in at least ONE of the following

Audience Definition

Audience definition is unavailable.

Potential Reach: Unavailable

Estimated Daily Results

Based on 7-day click and 1-day view conversion window

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

Targeting a Custom Audience

The screenshot shows the Facebook Ads Manager interface. On the left is a sidebar with navigation icons and a list of ad sets. The main area displays the 'Audience' configuration for a campaign named 'retarget 7 days modMBA'. The breadcrumb trail at the top reads: 'BOF-99modMBA-6-30 [RT modMBA] > retarget 7 days modMBA > 1 Ad'. The 'Audience' panel has tabs for 'Create New Audience' and 'Use Saved Audience'. Under 'Custom Audiences', there is a section 'INCLUDE people who are in at least ONE of the following'. A red box highlights this section, and a red arrow points to the entry 'CA - WC - modMBA LP - 7 Days'. Below this, there is a section 'EXCLUDE people who are in at least ONE of the following' with an entry 'CA - WC - modMBApurchased - 180 Days (BUYERS)'. At the bottom, the 'Locations' section is set to 'Worldwide' with the 'Include' option selected.

Search

BOF-99modMBA-6-30 [RT modMBA] > retarget 7 days modMBA > 1 Ad

Active

Edit Review

Audience

Create New Audience Use Saved Audience

Custom Audiences Create New

INCLUDE people who are in at least ONE of the following

Website

CA - WC - modMBA LP - 7 Days

Search existing audiences

EXCLUDE people who are in at least ONE of the following

Website

CA - WC - modMBApurchased - 180 Days (BUYERS)

Search existing audiences

Locations

People living in this location

Worldwide

Worldwide

Include Search Locations Browse

Add Locations in Bulk

For example, in this campaign I have selected to INCLUDE the Custom Audience:

CA - WC - modMBA LP - 7 Days

This is short for:

“Custom Audience - Website Clicks - modMBA Landing Page Traffic - Past 7 Days”

And I will EXCLUDE past buyers via the Custom Audience:

CA - WC - modMBApurchased - 180 Days

In addition to targeting a specific Custom Audience in this ad campaign, I am also narrowing the targeting within this Custom Audience by setting the location to USA only, age 18-65+, all genders.

Since my Custom Audience is fairly new, my estimated daily potential users reached is just 289 - 836.

Audience

Define who you want to see your ads. [Learn More](#)

Create New Audience

Use Saved Audience ▼

Custom Audiences ⓘ

Website

CA - WC - CE (ALL) - 90 Days

[Add a previously created Custom or Lookalike Audience](#)

[Exclude](#) | [Create New ▼](#)

Locations ⓘ

People living in this location ▼

United States

United States

[Include ▼](#) | [Type to add more locations](#)

[Browse](#)

[Add Locations in Bulk](#)

Age ⓘ 18 - 65+

Gender ⓘ All genders

Detailed Targeting ⓘ

Include people who match ⓘ

[Add demographics, interests or behaviors](#)

[Suggestions](#)

[Browse](#)

[Exclude People](#)

Detailed Targeting Expansion ⓘ

☐ Reach people beyond your detailed targeting selections when it's likely to improve performance.

Languages ⓘ All languages

[Show More Options ▼](#)

[Save This Audience](#)

Audience Size



Audience definition is unavailable.

Potential Reach: Unavailable ⓘ

Estimated Daily Results

Reach ⓘ

289 - 836

Link Clicks ⓘ

< 10

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

[Were these estimates helpful?](#)

[Close](#)



Audience

CE Clients 2 (2592478720989302) ▼

Reach the People Who Matter to You

Create and save audiences to reach the people who matter to your business. [Learn More](#)

Custom Audiences

Connect with the people who have already shown an interest in your business or product with Custom Audiences. You can create an audience from your customer contacts, website traffic or mobile app.

Create a Custom Audience

Lookalike Audiences

Reach new people who are similar to audiences you already care about. You can create a lookalike audience based on people who like your Page, conversion pixels or any of your existing Custom Audiences.

Create a Lookalike Audience

Saved Audience

Save your commonly used targeting options for easy reuse. Choose your demographics, interests, and behaviors, then save them to reuse in future ads.

Create a Saved Audience

Special Ad Audience

Reach new people who have similar online behavior as your most valuable customers. Only available for ads in a Special Ad Category.

Create a Special Ad Audience

If you have not created an Audience yet, this is what your Audience page will look like.

We will first create a Custom Audience.

How to Create a Custom Audience

➤ Click the Create Audience button.

Audience

Coursenvy.com Ad Account (5... ▼

Create Audience ▼

Columns ▼

Search by name or audience ID 🔍

☒ All Audiences

Filter

Status ▼

Type ▼

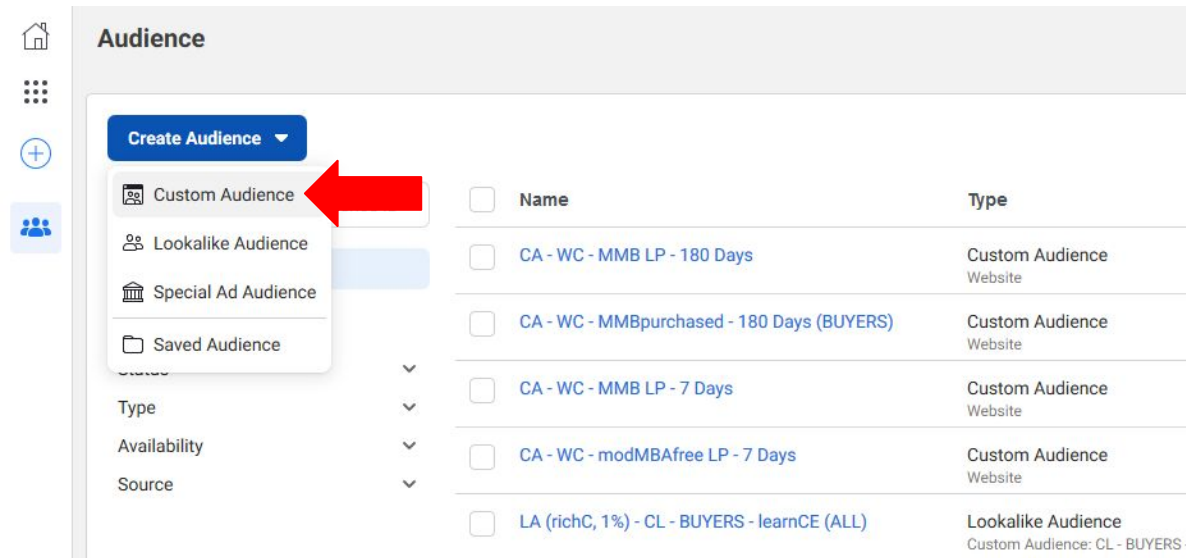
Availability ▼

Source ▼

☐	Name	Type	Size	Availability	Date Created	Sharing
☐	CA - WC - learnCE (ALL) - 14 Days	Custom Audience Website	Below 1000 Low website traffic ⓘ	● Ready Last edited 05/15/2020	05/15/2020 3:06 PM	--
☐	CA - WC - learnCE (ALL) - 30 Days	Custom Audience Website	1,100 ⓘ	● Ready Last edited 05/05/2020	05/05/2020 9:10 AM	--
☐	CA - WC - modMBA LP - Top 10% - 30 Days	Custom Audience Website (Advanced)	Below 1000 Low website traffic ⓘ	● Ready Last edited 05/04/2020	05/04/2020 12:57 PM	--
☐	LA (US, 1%) - CA - WC - modMBA LP - Top 25% - 30 Days	Lookalike Audience CA - WC - modMBA LP - Top 25% - 30...	2,100,000	● Ready Last edited 05/04/2020	05/04/2020 12:07 PM	--
☐	LA (US, 1%) - CA - WC - modMBA LP - 90 Days	Lookalike Audience CA - WC - modMBA LP - 90 Days	2,100,000	● Ready Last edited 05/04/2020	05/04/2020 11:03 AM	--
☐	LA (US, 5%) - CA - WC - CE (ALL) - Top 25% - 90 Days	Lookalike Audience CA - WC - CE (ALL) - Top 25% - 90 Days	10,000,000	● Ready Last edited 05/04/2020	05/04/2020 9:12 AM	--
☐	LA (US, 1%) - CL - BUYERS - altM (ALL)	Lookalike Audience Custom Audience: CL - BUYERS - alt...	2,100,000	● Ready Last edited 05/04/2020	05/04/2020 9:10 AM	--
☐	CA - WC - CE (ALL) - 30 Days	Custom Audience Website	2,300 ⓘ	● Ready Last edited 05/03/2020	05/03/2020 3:02 PM	--
☐	CA - WC - CE (ALL) - 14 Days	Custom Audience Website	1,400 ⓘ	● Ready Last edited 05/03/2020	05/03/2020 3:01 PM	--

How to Create a Custom Audience

- In the dropdown menu, select Custom Audience.

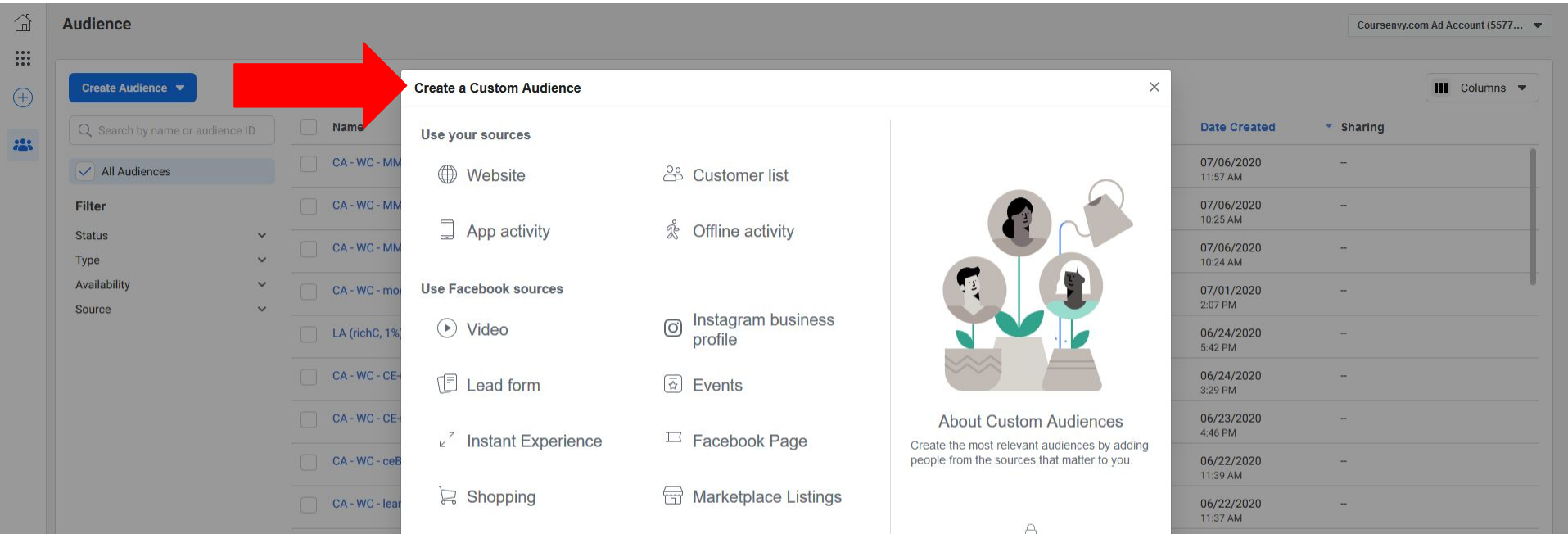


The screenshot shows the Facebook Audience Manager interface. On the left, there is a sidebar with icons for Home, Grid, Add, and People. The main header is 'Audience'. Below it, there is a 'Create Audience' button with a dropdown arrow. The dropdown menu is open, showing four options: 'Custom Audience' (selected), 'Lookalike Audience', 'Special Ad Audience', and 'Saved Audience'. A red arrow points to the 'Custom Audience' option. Below the dropdown, there are filters for 'Status', 'Type', 'Availability', and 'Source', each with a dropdown arrow. The main content area displays a table of existing audiences.

☐	Name	Type
☐	CA - WC - MMB LP - 180 Days	Custom Audience Website
☐	CA - WC - MMBpurchased - 180 Days (BUYERS)	Custom Audience Website
☐	CA - WC - MMB LP - 7 Days	Custom Audience Website
☐	CA - WC - modMBAfree LP - 7 Days	Custom Audience Website
☐	LA (richC, 1%) - CL - BUYERS - learnCE (ALL)	Lookalike Audience Custom Audience: CL - BUYERS

How to Create a Custom Audience

- The “Create a Custom Audience” pop-up will appear.



The screenshot displays the Facebook Audience Manager interface. On the left, the 'Audience' sidebar includes a 'Create Audience' button, a search bar, and a filter section with options for 'All Audiences', 'Status', 'Type', 'Availability', and 'Source'. A large red arrow points from the 'Create Audience' button to the 'Create a Custom Audience' pop-up window. The pop-up window is titled 'Create a Custom Audience' and features a close button (X) in the top right corner. It is divided into two main sections: 'Use your sources' and 'Use Facebook sources'. The 'Use your sources' section lists 'Website', 'App activity', 'Customer list', and 'Offline activity'. The 'Use Facebook sources' section lists 'Video', 'Lead form', 'Instant Experience', 'Shopping', 'Instagram business profile', 'Events', 'Facebook Page', and 'Marketplace Listings'. To the right of these lists is an illustration of three potted plants with people's faces inside them, and a watering can. Below the illustration, the text reads 'About Custom Audiences' and 'Create the most relevant audiences by adding people from the sources that matter to you.' On the right side of the interface, there is a table with columns for 'Date Created' and 'Sharing'. The table contains several rows of data, including dates like 07/06/2020 and 06/22/2020, and times like 11:57 AM and 11:37 AM.

Date Created	Sharing
07/06/2020 11:57 AM	--
07/06/2020 10:25 AM	--
07/06/2020 10:24 AM	--
07/01/2020 2:07 PM	--
06/24/2020 5:42 PM	--
06/24/2020 3:29 PM	--
06/23/2020 4:46 PM	--
06/22/2020 11:39 AM	--
06/22/2020 11:37 AM	--

Custom Audiences

Custom Audience = Warm Audience

- Creating a Custom Audience enables you to connect with the people who have already shown an interest in your online content and were tracked by Facebook and your Facebook Pixel (so make sure your Facebook Pixel is installed on your website/app before you continue this lecture).
- These users that are familiar with your brand (i.e. they engaged with your brand in the past) are a **WARM** audience more likely to take an action (i.e. purchase, sign up, convert).
- You can create a Custom Audience from your customer email lists, website traffic, mobile app, video views, post engagement, and more!

BEST PRACTICES: Custom Audiences

- Whenever you create a new product, new sales page, new blog post, new lead capture page, new Facebook video, etc... immediately after, you should login to your Facebook Business Manager and create a Custom Audience for that new content!
- Even if you don't plan on retargeting these users right away, I **always** want to be building Custom Audiences for future retargeting use AND future Lookalike Audience creation. You can start retargeting these Custom Audiences with as few as ONE user in them (you just might not use all your allotted ad budget with a target audience that small).
- I want my Custom Audiences populating with users from DAY #1, so they are ready to use later on (or to never use... there is nothing wrong with creating a Custom Audience you never use, I'd rather have it built just in case!)

Custom Audiences Durations

You should create a Custom Audience at varying time durations for your most important, time sensitive pages. You want to be able to target users in the correct time frame to increase your chances for a conversion. For example, if a potential customer adds a product to their cart on my website, but doesn't complete their checkout... would you rather retarget them for the next 180 days OR for the next 7 days only? You want to target them while the product is still fresh on their mind, so an ad targeting the Custom Audience of "Add to Cart - Past 7 Days" is crucial!

Creating Custom Audiences with varying **DURATIONS** enable you to reach the WARMEST prospects (i.e. the people who are very close to making a purchase!)

PRO TIP: A safe rule of thumb is creating a 7, 14, 30, 60, 90, and 180 day Custom Audience for EVERY audience you make.

Create Audience

Search by name or audience ID

☒ All Audiences

Filter

Create a Custom Audience

Use your sources



Website



Customer list



App activity



Offline activity

Use Facebook sources



Video



Instagram business profile



Lead form



Events



Instant Experience



Facebook Page



Shopping



Marketplace Listings



About Custom Audiences

Create the most relevant audiences by adding people from the sources that matter to you.



This process is secure and the details about your customers will be kept private.

Cancel

For example, let's create a Custom Audience for ALL website visitors (based on my Facebook Pixel tracking) for the past 30 days.

Date Created

Sharing

07/06/2020
11:57 AM

--

07/06/2020
10:25 AM

--

07/06/2020
10:24 AM

--

07/01/2020
2:07 PM

--

06/24/2020
5:42 PM

--

06/24/2020
3:29 PM

--

06/23/2020
4:46 PM

--

06/22/2020
11:39 AM

--

06/22/2020
11:37 AM

--

05/26/2020
10:43 AM

--

05/26/2020
9:00 AM

--

05/22/2020
9:28 AM

--

05/15/2020
3:06 PM

--

05/05/2020

--

☐ CA - WC - learnCE (ALL) - 14 DaysCustom Audience
Website

1,300

● Ready

Last edited 05/15/2020

☐ CA - WC - learnCE (ALL) - 30 Days

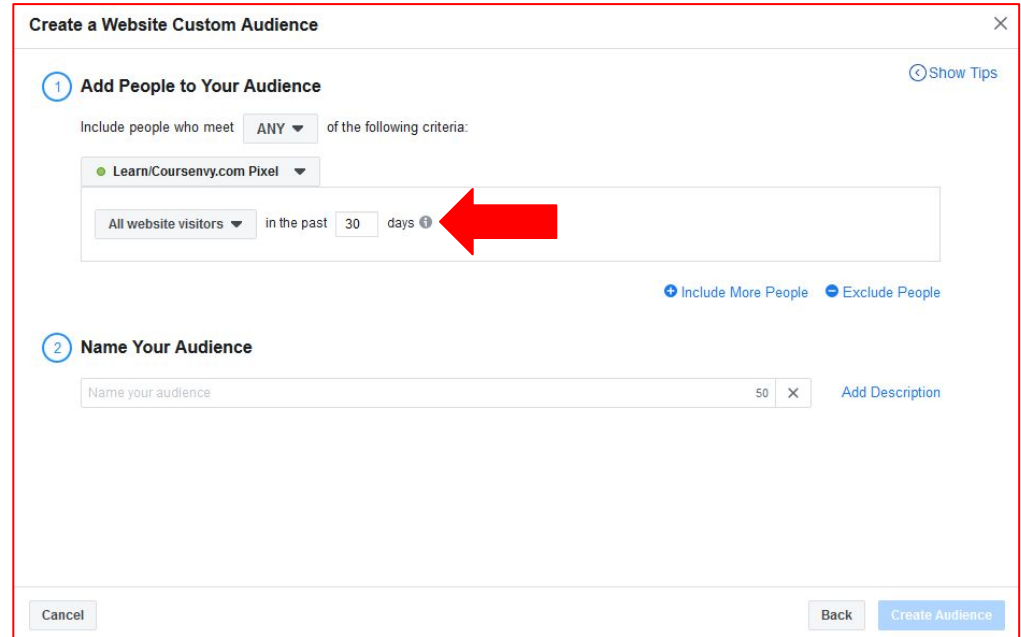
Custom Audience

2,000

● Ready

Custom Audiences Durations

- Enter the number of days you want people to remain in your Custom Audience after meeting the website traffic criteria you specified.
- People will be removed from your audience after this time unless they meet the criteria again (i.e. duration since the users last site visit).



The screenshot shows a 'Create a Website Custom Audience' dialog box with two main sections:

- 1 Add People to Your Audience**: This section includes a dropdown for 'Include people who meet' set to 'ANY', followed by 'of the following criteria:'. Below this is a dropdown for 'Learn/Coursenvy.com Pixel'. The main criteria field shows 'All website visitors' in the past '30' days, with a red arrow pointing to the '30' value. There are links for 'Include More People' and 'Exclude People'.
- 2 Name Your Audience**: This section has a text input field for 'Name your audience' with a character count of '50' and a close button. There is also a link for 'Add Description'.

At the bottom of the dialog are buttons for 'Cancel', 'Back', and 'Create Audience'.

Custom Audience Naming

Naming your Custom Audiences for easy identification is very important! You want to be able to see a Custom Audience name and know exactly what audience you are targeting when creating Facebook ads. You can name them whatever is easiest for you to remember!

Here are my acronyms:

CA = Custom Audience
LA = Lookalike Audience
WC = Website Clicks
CL = Customer List

The screenshot shows the Facebook Audience Manager interface. On the left, there is a sidebar with navigation icons: a home icon, a grid icon, a plus icon, and a group of people icon. The main area is titled 'Audience' and contains a 'Create Audience' button, a search bar, and a filter dropdown menu. The filter menu is open, showing options for 'All Audiences', 'Filter', 'Status', 'Type', 'Availability', and 'Source'. The main list of audiences is displayed in a table with columns for 'Name' and 'Type'. The table contains several rows of audience names and types. A red arrow points to the row with the name 'LA (US, 1%) - CL - BUYERS' and the type 'Lookalike Audience'.

Name	Type
CA - WC - learnCE (ALL) - 14 Days	Custom Audience Website
CA - WC - learnCE (ALL) - 30 Days	Custom Audience Website
CA - WC - modMBA LP - Top 10% - 30 Days	Custom Audience Website (Advanced)
LA (US, 1%) - CA - WC - modMBA LP - Top 25% - 30 Days	Lookalike Audience CA - WC - modMBA LP - Top 25%
LA (US, 1%) - CA - WC - modMBA LP - 90 Days	Lookalike Audience CA - WC - modMBA LP - 90 Days
LA (US, 5%) - CA - WC - CE (ALL) - Top 25% - 90 Days	Lookalike Audience CA - WC - CE (ALL) - Top 25%
LA (US, 1%) - CL - BUYERS	Lookalike Audience Custom Audience: CL - BUYERS
CA - WC - CE (ALL) - 30 Days	Custom Audience Website
CA - WC - CE (ALL) - 14 Days	Custom Audience Website
CA - WC - CEubereats - 180 Days	Custom Audience Website
CA - WC - CEthanksUdemy - 30 Days	Custom Audience Website

Custom Audiences Creation Guide

These are my go to audiences I create right away for all my clients. But every business is different, so create Custom Audiences that make sense for your brand!

- Website Custom Audience > All Website Visitors
- Website Custom Audience > From your events > Purchase
- Website Custom Audience > Visitors By Time Spent > Top 25%
This removes users who BOUNCE from your site right away
- Facebook Page Custom Audience > Everyone who engaged with your Page
- Instagram Account Custom Audience > Everyone who engaged with your business
- Video Engagement Custom Audience > People who either completed or viewed at least 15 seconds of your video (ThruPlay)
- Website Custom Audience > AddToCart
- Website Custom Audience > InitiateCheckout
- Website Custom Audience > People who visited specific web pages ***Create for ALL your key pages to track, such as lead capture landing pages, sales pages, and thank you confirmation pages (both for lead capture pages and checkout confirmation pages)***
- Customer List ***Divide lists by email subscribers and **BUYERS*****

Custom Audiences

I get the best return on my clients ad spend with the following Custom Audiences:

- Targeting past customers for upsells or future sales by uploading a **Customer List** (names, email, and more data).
- People who visit your website by time spent TOP 25% (**Website** Custom Audiences are great for retargeting warm audiences, especially focusing on the users who are spending the most time on your site reading content, reviews, etc. that push them into the top 25%).
- People who have watched a certain percentage of my videos (**Video** Custom Audiences targeting ThruPlays and 75%+ view time are very warm audiences that convert well).
- People who have engaged with your **Facebook Page** or **Instagram Account**.

Custom Audience → Website

➤ Let's create our first Custom Audience! In this Custom Audience pop-up select "Website".

The screenshot displays the Facebook Audience Manager interface. On the left, the 'Audience' sidebar includes a 'Create Audience' button and a search bar. A red arrow points from the 'All Audiences' selection to the 'Website' option in the 'Create a Custom Audience' pop-up. The pop-up is titled 'Create a Custom Audience' and lists various sources under 'Use your sources' and 'Use Facebook sources'. The 'Website' option is selected. The right side of the interface shows a table of existing audiences with columns for 'Date Created' and 'Sharing'.

Audience

Courseenvy.com Ad Account (5577...)

Create Audience

Search by name or audience ID

☒ All Audiences

Filter

Status

Type

Availability

Source

Create a Custom Audience

Use your sources

- ☒ Website
- ☐ App activity

Use Facebook sources

- ☐ Video
- ☐ Lead form
- ☐ Instant Experience
- ☐ Shopping

About Custom Audiences

Create the most relevant audiences by adding people from the sources that matter to you.

Date Created	Sharing
07/06/2020 11:57 AM	--
07/06/2020 10:25 AM	--
07/06/2020 10:24 AM	--
07/01/2020 2:07 PM	--
06/24/2020 5:42 PM	--
06/24/2020 3:29 PM	--
06/23/2020 4:46 PM	--
06/22/2020 11:39 AM	--
06/22/2020 11:37 AM	--
05/26/2020	--

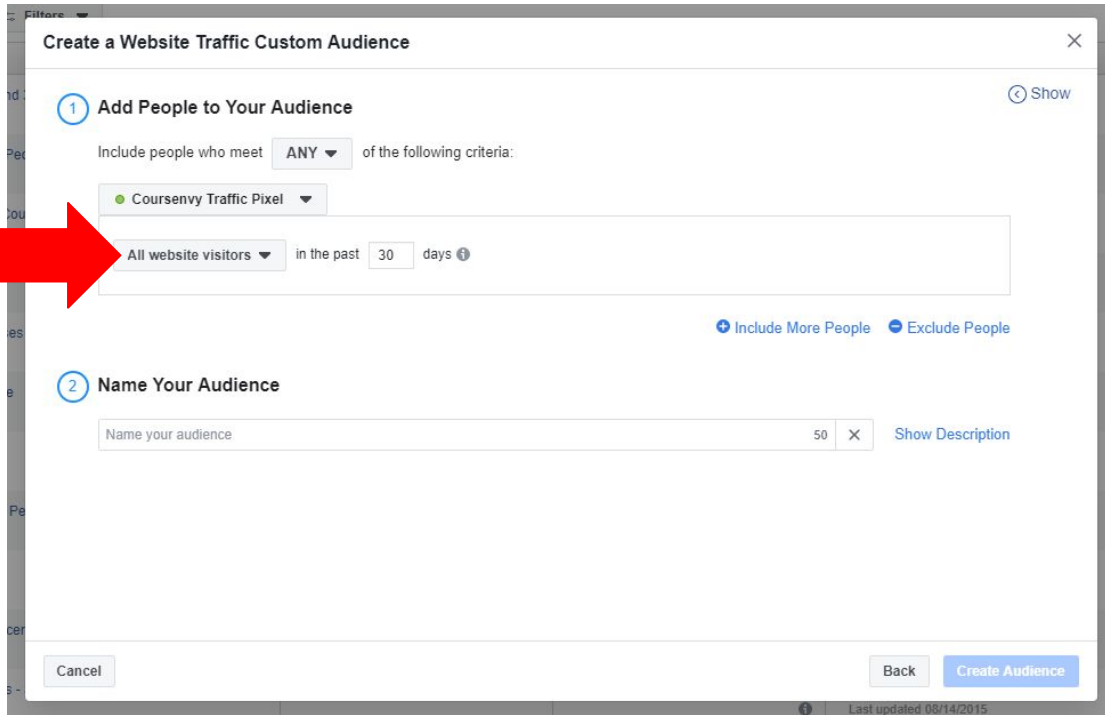
Custom Audience → Website

Targeting website visitors:

- Pick the type of visitor (All website visitors, or a specific page, etc.)
- Choose the audience duration to track since the users last site visit (e.g. in the past 30 days)
- Name your audience.

The screenshot shows the 'Create a Website Custom Audience' dialog box. It is divided into two main sections: '1 Add People to Your Audience' and '2 Name Your Audience'. In the first section, the user is prompted to 'Include people who meet ANY of the following criteria:'. A dropdown menu is open, showing 'Learn/Coursenvy.com Pixel' as the selected source. Below this, a search bar is visible. The dropdown menu lists several options: 'All website visitors' (which is selected and highlighted with a red arrow), 'People who visited specific web pages', 'Visitors by time spent', and 'From your events'. The 'From your events' section lists 'PageView', 'GeneralEvent', and 'Lead'. At the bottom of the dialog, there are buttons for 'Cancel', 'Back', and 'Create Audience'.

Website → All Website Visitors



The screenshot shows the 'Create a Website Traffic Custom Audience' dialog box. It has two main steps: '1 Add People to Your Audience' and '2 Name Your Audience'. In the first step, under 'Include people who meet ANY of the following criteria:', there is a list with 'Coursenvy Traffic Pixel'. Below this, a red arrow points to a dropdown menu currently set to 'All website visitors', followed by 'in the past 30 days'. In the second step, there is a text input field 'Name your audience' with a character count of 50. At the bottom are 'Cancel', 'Back', and 'Create Audience' buttons.

- First, create your base **ALL WEBSITE VISITORS** custom audience. This is great for building an audience of warm traffic that **KNOW** your brand/website.
- This is also a perfect audience for creating a **Lookalike Audience** of.

Website → All Website Visitors

The screenshot shows a dialog box titled "Create a Website Traffic Custom Audience". It has two main steps: "1 Add People to Your Audience" and "2 Name Your Audience".

In step 1, under "Include people who meet", a dropdown menu is set to "ANY". Below this, a criteria is selected: "Coursenvy Traffic Pixel". Underneath, another dropdown menu is set to "All website visitors", followed by "in the past" and a text input field containing "30", and finally "days". A large red arrow points to the "All website visitors" dropdown menu.

Below the criteria selection, there are two buttons: "Include More People" and "Exclude People".

Step 2, "Name Your Audience", has a text input field labeled "Name your audience" with a character count of "50" and a "Show Description" link.

At the bottom of the dialog, there are three buttons: "Cancel", "Back", and "Create Audience".

At the very bottom of the window, there is a small status bar that says "Last updated 08/14/2015".

➤ Remember to always create a separate Custom Audience for each varying time duration you will want to target in future ads.

PRO TIP: For EVERY Custom Audience we create, we create a separate time duration of that audience. So that is 6 separate audiences each time at 7, 14, 30, 60, 90, and 180 days.

Website → People Who Visited Specific Web Pages

Second, create custom audiences of **People who visited specific web pages**.

My go to Custom Audience is 90 days of traffic who “subscribed or registered” to something on my site (newsletter, webinar, etc.) and then were redirected to a specific webpage (i.e. “thank you for subscribing”). This audience is PERFECT for retargeting with an upsale or to target with more content related to what they claimed from your site. My sales cycle (customer trust building) takes an average of 3 months, hence why I retarget this warm users for 90 days with ads).

Create a Website Traffic Custom Audience

1 Add People to Your Audience Show

Include people who meet **ANY** of the following criteria:

Coursenvy Traffic Pixel

People who visited specific web pages in the past **90** days

URL contains **https://www.coursenvy.com/leads** or

[+ And also](#)

[Further refine by](#)

[Include More People](#) [Exclude People](#)

2 Name Your Audience

Name your audience 50 [Show Description](#)

[Cancel](#) [Back](#) [Create Audience](#)

Should I Use Contains OR Equals?

Don't worry, we have an entire blog post on this topic!

<https://www.coursenvy.com/custom-conversions-url-contains-or-url-equals>

Create a Website Custom Audience

1 Add People to Your Audience

Show Tips

Include people who meet ANY of the following criteria:

Learn/Coursenvy.com Pixel

People who visited specific web pages in the past 30 days

URL contains

contains

doesn't contain

equals

Further refine by

Include More People

Exclude People

2 Name Your Audience

Name your audience 50 Add Description

Cancel

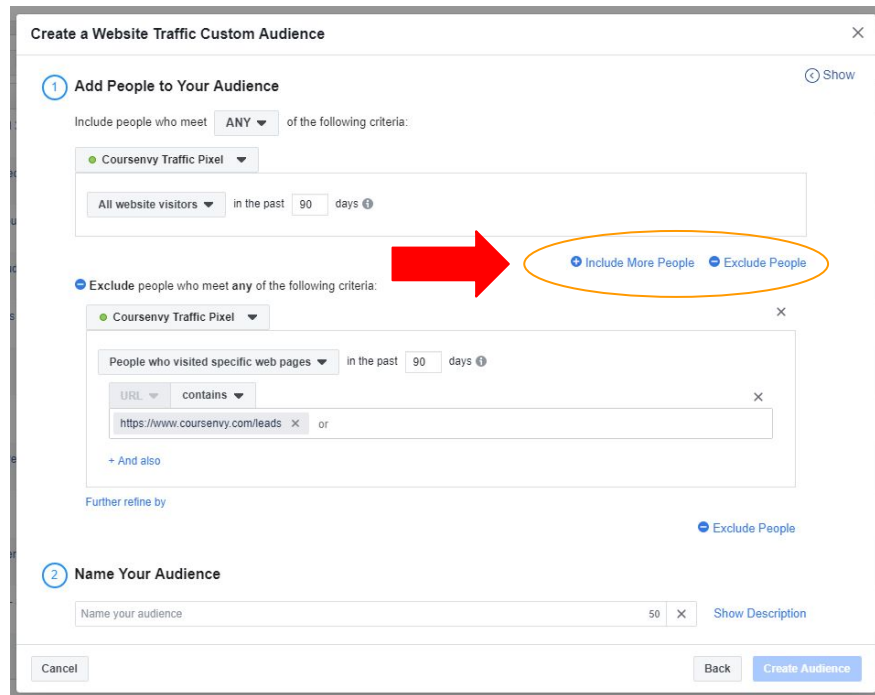
Back

Create Audience

 Coursenvy®

www.Coursenvy.com

Website → People Who Visited Specific Web Pages



Create a Website Traffic Custom Audience

1 Add People to Your Audience Show

Include people who meet **ANY** of the following criteria:

Coursenvy Traffic Pixel

All website visitors in the past 90 days

Exclude people who meet any of the following criteria:

Coursenvy Traffic Pixel

People who visited specific web pages in the past 90 days

URL contains
 https://www.coursenvy.com/leads or

[+ And also](#)

[Further refine by](#)

[Include More People](#) [Exclude People](#)

2 Name Your Audience

Name your audience 50 Show Description

[Cancel](#) [Back](#) [Create Audience](#)

Another useful audience you can create is **EXCLUDING** a specific page so you can retarget this Custom Audience until they reach that a **specific page**.

This prevents me from marketing to an audience that may have already signed up for my newsletter.

EXAMPLE: I could also use this technique to create an audience of people who have added an item to their cart, but exclude those that purchased. Maybe they got busy and forgot to checkout... remind them by targeting this custom audience in an ad campaign!

EXAMPLE:

Retarget this Custom Audience of people who visited your lead capture page, but DID NOT make it to the thank you page (i.e. the confirmation page for capturing the lead).

Create a Website Traffic Custom Audience

1 Add People to Your Audience [Show](#)

Include people who meet **ANY** of the following criteria:

Coursenvy Traffic Pixel

People who visited specific web pages in the past 30 days

URL contains [X](#)

[https://www.coursenvy.com/lead-capture-page](#) or

[+ And also](#)

[Further refine by](#)

[+ Include More People](#) [- Exclude People](#)

- Exclude people who meet any of the following criteria:

Coursenvy Traffic Pixel

People who visited specific web pages in the past 30 days

URL contains [X](#)

[https://www.coursenvy.com/lead-capture-page-thank-you](#) or

[+ And also](#)

[Cancel](#) [Back](#) [Create Audience](#)

Created	Sharing
19/2019 9 PM	--
01/2018 56 AM	--
27/2017 3 PM	--
04/2016 9 PM	--
04/2016 4 PM	--
05/2016 5 PM	--
04/2015 4 PM	--
19/2015 6 PM	--
19/2015 8 PM	--
17/2015 8 PM	--

FB marketing influencers JL Saved Audience 120,000,000 Ready Last updated 08/15/2015 11:49 AM

Custom Audience → Website → Events

You can also create Custom Audiences based on pixel **Events**.

The screenshot shows the 'Create a Website Custom Audience' dialog box. It is divided into two main steps:

- 1 Add People to Your Audience**: This step includes a dropdown for 'Learn/Courseenvy.com Pixel' and a search bar. Below the search bar, a dropdown menu is open, showing options: 'All website visitors', 'People who visited specific web pages', 'Visitors by time spent', 'From your events' (highlighted with a red arrow), 'PageView', 'GeneralEvent', and 'Lead'. To the right of the search bar, there are buttons for 'Include More People' and 'Exclude People'.
- 2**: This step is partially visible and includes a text input field with a character count of '50' and an 'Add Description' button.

At the bottom of the dialog, there are buttons for 'Cancel', 'Back', and 'Create Audience'.

You can create a Custom Audience of ANY website traffic you want, and I highly suggest you test every audience idea you have!

One of my favorites is retargeting specific **EVENTS** (such as **PURCHASE**, as I know this audience has bought already and is more willing to make future purchases!)

CLICK

The screenshot shows the Facebook interface for creating a custom audience. The dialog box is titled "Create a Website Traffic Custom Audience". It has a step indicator "1 Add People to Your Audience". Below this, it says "Include people who meet ANY of the following criteria:". There is a dropdown menu currently showing "Coursenvy Traffic Pixel". Below that is a search bar with "All website visitors" selected. Other options in the dropdown include "People who visited specific web...", "Visitors by time spent", "From your events", "GeneralEvent", "PageView", and "Search". To the right of the dropdown, there are fields for "in the past 30 days" and a "Show" button. Further right, there are links for "Include More People" and "Exclude People". At the bottom of the dialog, there are "Cancel", "Back", and "Create Audience" buttons.

Since we sell a single product (the modMBA.com), we always **EXCLUDE** this **PURCHASE** event Custom Audience in our Conversion Facebook ads that are seeking **NEW** customers so we don't waste ad spend on customers that have **already made a purchase**.

Audience

Define who you want to see your ads. [Learn More](#)

Create New Audience | Use Saved Audience ▼

INCLUDE people who are in at least ONE of the following

Website

CA - WC - CE (ALL) - 90 Days

Add a previously created Custom or Lookalike Audience

Custom Audiences ⓘ

EXCLUDE people who are in at least ONE of the following

Customer List

CL - BUYERS - modMBA (ALL)

Add a previously created Custom or Lookalike Audience

Create New ▼

Locations ⓘ

People living in this location ▼

United States

📍 United States

📍 Include ▼ | Type to add more locations | Browse

Add Locations in Bulk

Age ⓘ 18 - 65+

Gender ⓘ All genders

Detailed Targeting ⓘ Include people who match ⓘ

Audience Size

Specific

Broad

Audience definition is unavailable.

Potential Reach: Unavailable ⓘ

Estimated Daily Results

Reach ⓘ
289 - 835

Link Clicks ⓘ
< 10

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

Create Audience

Search by name or audience ID

Name

Create a Website Custom Audience

1 Add People to Your Audience

[Show Tips](#)Include people who meet **ANY** of the following criteria:

Learn/Coursenvy.com Pixel

InitiateCheckout in the past 14 days

Refine by

[Include More People](#)[Exclude People](#)

Exclude people who meet any of the following criteria:

Learn/Coursenvy.com Pixel

Purchase in the past 14 days

Refine by

[Exclude People](#)

2 Name Your Audience

InitiateCheckout NO Purchase - 14 Days

12

[Add Description](#)

Cancel

Back

Create Audience

Instead of creating two separate Custom Audiences to INCLUDE and EXCLUDE in your Ad Set (like on the last slide example) you can create a single Custom Audience that includes both requirements.

There is no difference, just your preference.

Like this screenshot example of people who Initiated Checkout on your website, but EXCLUDES people who made a Purchase.

This is a great audience to retarget with a Conversion campaign with the Purchase event as the conversion goal. It is only collecting users for the last 14 days so it is very warm users, more likely to convert.

In this example, I am just targeting my Custom Audience (CA) of users that Initiated Checkout on my website but excludes users who made a Purchase in the past 14 days.

This is a Conversion objective campaign with the Purchase event as the goal and the location set to Worldwide. This is one of my highest ROAS ads!

Learn/Coursenvy.com Pixel
Pixel ID: 466681210923458

Purchase

Cost Control ⓘ

The lowest cost bid strategy doesn't have a cost control.

Facebook will aim to spend your entire budget and get the most purchases using the lowest cost bid strategy.

Show More Options ▾

Dynamic Creative

Provide creative elements, such as images and headlines, and we'll automatically generate combinations optimized for your audience. Variations may include different formats or templates based on one or more elements. [Learn More](#)

OFF

Offer

Drive more conversions by creating an offer people can save and get reminders about. [Learn More](#)

OFF

Audience

Define who you want to see your ads. [Learn More](#)

Create New Audience

Use Saved Audience ▾

Website

CA - WVC - MMBpurchases

Custom Audiences ⓘ

Add a previously created Custom or Lookalike Audience

Exclude | Create New ▾

Locations ⓘ

People living in this location ▾

Worldwide

Worldwide

Audience Size



Audience definition is unavailable.

Potential Reach: Unavailable ⓘ

Your criteria is currently set to allow detailed targeting expansion. ⓘ

Estimated Daily Results

Based on 7-day click and 1-day view conversion window

Reach ⓘ

< 10

I suggest you test an audience for every step of your funnel, such as:

-include ViewContent, exclude AddToCart

-include AddToCart, exclude Initiated Checkout

BEST PRACTICES: Website Traffic → Top 25%

Create an audience of users who spend the most time on your site.

- In the visitor type dropdown menu, select **Visitors by time spent**, then select **Top 25%**
- Think of this audience like the “80/20 rule”! This audience is typically your BEST 25% and the most engaged with your content (**perfect for creating Lookalike Audiences of too**)!
- These are users that read all your blogs, read all your reviews, watch long form videos, and spend the most TIME on your website... i.e. a very WARM audience, ready to buy!

The screenshot shows the Facebook Audience Manager interface. On the left, there's a sidebar with 'Audience' and a 'Create Audience' button. The main area displays a list of audiences. A modal window titled 'Create a Website Custom Audience' is open, showing the 'Add People to Your Audience' step. A red arrow points to the 'Visitors by time spent' dropdown menu, which is set to 'Top 25%'. The modal also shows 'Include people who meet ANY of the following criteria:' and a list of criteria including 'Learn/Coursenvy.com Pixel'. The background shows a table of existing audiences with columns for 'Date Created' and 'Sharing'.

Date Created	Sharing
05/15/2020 3:06 PM	--
05/05/2020 9:10 AM	--
05/04/2020 12:57 PM	--
05/04/2020 12:07 PM	--
05/04/2020	--

BEST PRACTICES: Website Frequency

Another Website audience I see great results from is “Frequency”. If a users visits a website a few times per month, they are a very warm audience and more willing to convert.

The screenshot shows the Facebook Ads interface with a modal window titled "Create a Website Custom Audience". The modal is divided into two steps:

- 1 Add People to Your Audience**
 - Include people who meet **ANY** of the following criteria:
 - Learn/Coursenvy.com Pixel**
 - PageView** in the past **30** days
 - Aggregated value:
 - Frequency** is greater than or equal to (≥) **3**
 - Further refine by
 - Include More People** **Exclude People**
- 2 Name Your Audience**
 - Name your audience (50 characters)
 - Add Description**

Buttons at the bottom: **Cancel**, **Back**, **Create Audience**.

In the background, a table lists existing custom audiences with columns: Name, Date Created, and Sharing.

BEST PRACTICES: Website Aggregated Value

- Create Custom Audiences of your **VIP customers** that purchase more than one item or more than a certain dollar amount! Again click the “Refine by” link, then select the Aggregated Value you want to track for (e.g. Frequency, Minimum of, Sum of, etc.)

The screenshot displays the Facebook Audience Manager interface. On the left, the 'Audience' section shows a list of audiences with filters for Status, Type, Availability, and Source. A red arrow points from the 'LA (US, 1%) - Day' audience to the 'Create a Website Custom Audience' modal window.

The modal window is titled 'Create a Website Custom Audience' and contains the following steps:

- Add People to Your Audience**
 - Include people who meet **ANY** of the following criteria:
 - Learn/Coursenvy.com Pixel**
 - Purchase** in the past **180** days
 - Aggregated value:** **Minimum of** **currency** **is greater than or equal to (≥)** **100**
 - Further refine by**
 - Include More People** **Exclude People**
- Name Your Audience**

A text box on the right side of the modal window states: 'These users spent a minimum of \$100 on our website in the last 180 days.'

BEST PRACTICES: Website Traffic

Another Website audience I love for HYPER targeted ads is the “**People who visited specific web pages**” audience.

Like this example of users who visited a specific blog post URL. I know visitors of this blog would be interested in a specific course we sell, making this a PERFECT hyper targeted Custom Audience for marketing!

The screenshot shows the Facebook Ads Manager interface for creating a custom audience. The main window is titled "Create a Website Traffic Custom Audience". It has two steps: "1 Add People to Your Audience" and "2 Name Your Audience".

In the first step, under "Include people who meet ANY of the following criteria:", there is a selection for "Coursenvy Traffic Pixel". Below this, a criteria box is shown with the following settings:

- Selection: "People who visited specific web pages"
- Timeframe: "in the past 90 days"
- Filter: "URL contains"
- Input field: "instagram-ads-the-complete-step-by-step-guide"

A large red arrow points to the input field containing the URL. Below the criteria box is a "+ And also" link. At the bottom of the first step, there are links for "Further refine by", "Include More People", and "Exclude People".

The second step, "2 Name Your Audience", has an input field with the text "viewed IG ads blog post" and a character count of "27". There is a "Show Description" link next to it.

At the bottom of the interface, there are "Cancel", "Back", and "Create Audience" buttons.

Custom Audience → Customer List

The Customer List audience is always one of the first audiences I create for a client as this is a HOT audience that has already made a purchase OR signed up for an offer (i.e. email lead capture page).

Audience

Create Audience

Search by name or audience ID

All Audiences

Filter

Status

Type

Availability

Source

Name

CA - WC - MM

CA - WC - MM

CA - WC - MM

CA - WC - MM

CA - WC - mo

LA (richC, 1%

CA - WC - CE-

CA - WC - CE-

CA - WC - CE-

CA - WC - ceB

CA - WC - lear

Create a Custom Audience

Use your sources

Website visitors

App activity

Customer list

Offline activity

Use Facebook sources

Video

Lead form

Instant Experience

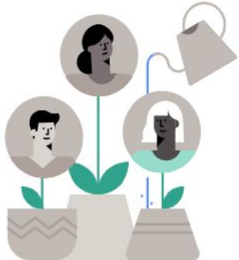
Shopping

Instagram account

Events

Facebook Page

Marketplace Listings



About Custom Audiences

Create the most relevant audiences by adding people from the sources that matter to you.

Date Created

Sharing

07/06/2020
11:57 AM

--

07/06/2020
10:25 AM

--

07/06/2020
10:24 AM

--

07/01/2020
2:07 PM

--

06/24/2020
5:42 PM

--

06/24/2020
3:29 PM

--

06/23/2020
4:46 PM

--

06/22/2020
11:39 AM

--

06/22/2020
11:37 AM

--

Create Audience ▼

Search by name or audience ID

Name

CA - WC - MM

☒ All Audiences

There are 2 ways you can upload a Customer List Custom Audiences to Facebook. The first option involves you uploading a **.CSV** or **.TXT** file of customers.

The second option is to import them directly from your Mailchimp.

Create an Audience From a Customer List

Prepare Your Customer List

Your customer list is a CSV or TXT file that contains information used to build your audience. Identifiers in your customer list are used to match with Facebook users. The more identifiers you provide, the better the match rate.

Include at least one main identifier ⓘ

Email Phone Number Mobile Advertiser ID Facebook App User ID
Facebook Page User ID First Name Last Name

Include more identifiers ⓘ

City State/Province Country ZIP/Postal Code Date of Birth Year of Birth
Gender Age

Add value information to create a value-based lookalike ⓘ

Customer Value

[Download List Template](#)[See Formatting Guidelines](#)[Import From Mailchimp](#)

Your Customer List Information Is Hashed

Before the list is sent to Facebook for your audience to be created, we use a cryptographic security method known as hashing, which turns the identifiers into randomized code and cannot be reversed.

[Learn More](#)

Back

Next

Columns ▼

Date Created

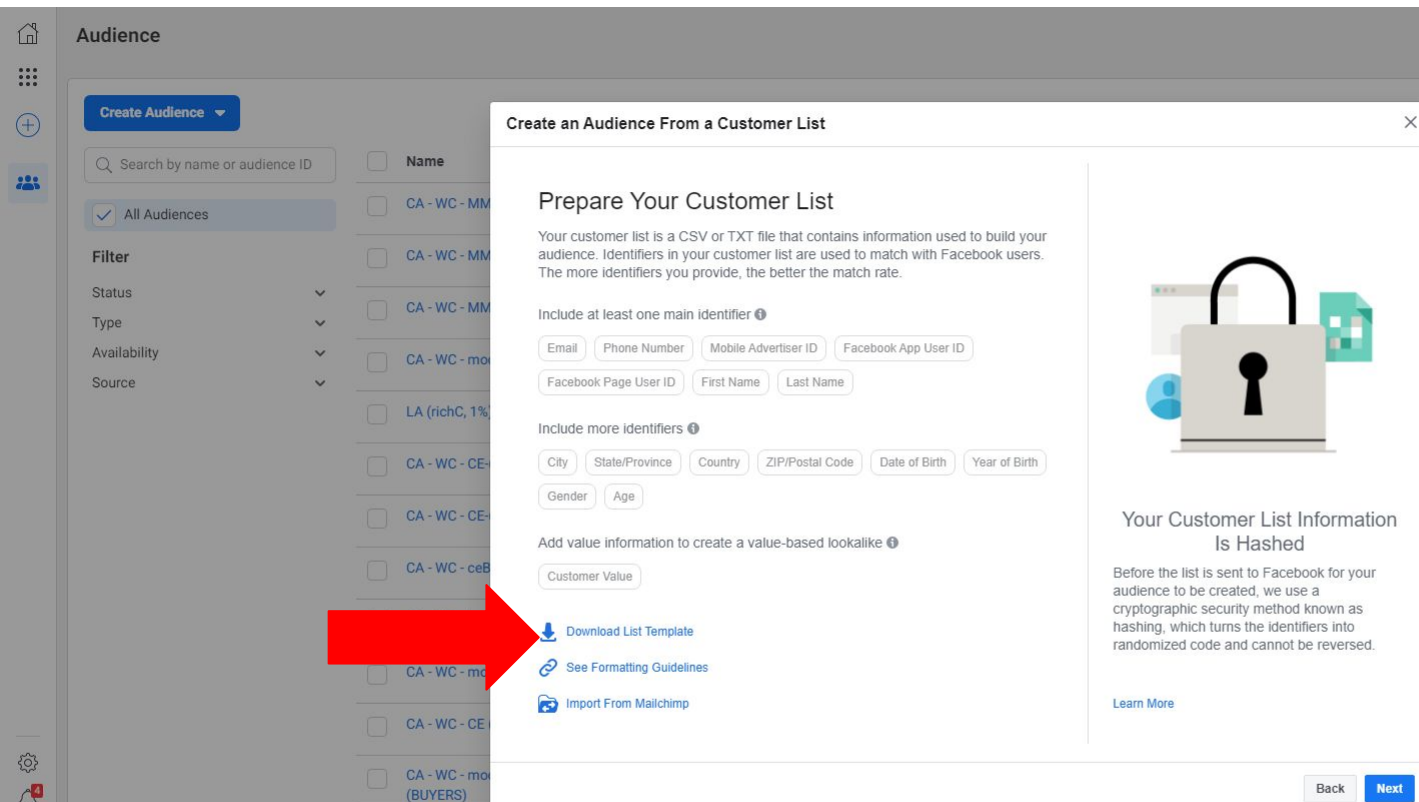
Sharing

07/06/2020
11:57 AM07/06/2020
10:25 AM07/06/2020
10:24 AM07/01/2020
2:07 PM06/24/2020
5:42 PM06/24/2020
3:29 PM06/23/2020
4:46 PM06/22/2020
11:39 AM06/22/2020
11:37 AM05/26/2020
10:43 AM05/26/2020
9:00 AM05/22/2020
9:28 AM05/15/2020
3:06 PM

mCE (ALL) - 14 Days

Custom Audience
WebsiteBelow 1000
Low website traffic ⓘ● Ready
Last edited 05/15/2020

Download Customer List Template



The screenshot shows the Facebook Audience Manager interface. On the left, there's a sidebar with 'Audience' at the top, a 'Create Audience' button, a search bar, and a filter section. The main area displays a list of audiences. A modal window titled 'Create an Audience From a Customer List' is open in the center. It has a close button (X) in the top right. The modal is divided into two columns. The left column is titled 'Prepare Your Customer List' and contains instructions about CSV/TXT files, a list of identifiers to include (Email, Phone Number, Mobile Advertiser ID, Facebook App User ID, Facebook Page User ID, First Name, Last Name), and a section for 'Include more identifiers' (City, State/Province, Country, ZIP/Postal Code, Date of Birth, Year of Birth, Gender, Age). It also has a section for 'Add value information to create a value-based lookalike' with a 'Customer Value' input. At the bottom of the left column are three links: 'Download List Template' (highlighted with a red arrow), 'See Formatting Guidelines', and 'Import From Mailchimp'. The right column features an illustration of a padlock and a document, with the heading 'Your Customer List Information Is Hashed'. Below this, it explains that Facebook uses a cryptographic security method (hashing) to turn identifiers into randomized code that cannot be reversed. A 'Learn More' link is at the bottom of the right column. At the very bottom of the modal are 'Back' and 'Next' buttons.

Create an Audience From a Customer List

Prepare Your Customer List

Your customer list is a CSV or TXT file that contains information used to build your audience. Identifiers in your customer list are used to match with Facebook users. The more identifiers you provide, the better the match rate.

Include at least one main identifier ⓘ

Email Phone Number Mobile Advertiser ID Facebook App User ID

Facebook Page User ID First Name Last Name

Include more identifiers ⓘ

City State/Province Country ZIP/Postal Code Date of Birth Year of Birth

Gender Age

Add value information to create a value-based lookalike ⓘ

Customer Value

[Download List Template](#)

[See Formatting Guidelines](#)

[Import From Mailchimp](#)

Your Customer List Information Is Hashed

Before the list is sent to Facebook for your audience to be created, we use a cryptographic security method known as hashing, which turns the identifiers into randomized code and cannot be reversed.

[Learn More](#)

Back Next

We typically use the .CSV option, which also enables you to keep uploading and adding to this list in the future (i.e. add future customers to this list).

Fill out the .CSV with as many customer IDENTIFIERS as you can (i.e. first name, email, city, birthday, etc.) because Facebook can FIND and MATCH these Facebook users more accurately, therefore building a better Custom Audience to target and create Lookalikes of.

Customer List Template - Main Identifiers

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
1	email	email	email	phone	phone	phone	madid	fn	ln	zip	ct	st	country	dob	doby	gen	age	uid	value
2	elizabeth@	olsene@f	eolsen@f	1-(650)-56	1-(650)-78	1-(650)-88	aece52e7-	Elizabeth	Olsen	94046	Menlo Par	CA	US	10/21/1968	1968	F	48	1234567890	20.1
3	andrewj@	jamisona@	ajamison@	1-(212) 73	1-(212) 52	1-(212) 12	BEBE52E7-	Andrew	Jamison	10118	New York	NY	US	10/17/1978	1978	M	38	1443637309	1342.8
4	margaretj@	johnsonm@	mjohnson@	1-(323) 85	1-(323) 61	1-(323) 54	adbe52e7-	Margaret	Johnson	90001-465	Los Angel	CA	US	11/21/1982	1982	F	33	1234567892	600
5	johnd@fb	doej@fb.c	jdoe@fb.c	1-(312) 44	1-(312) 55	1-(312) 32	aebe52e7-	John	Doe	60603	Chicago	IL	US	9/1/1978	1978	M	38	1234567890	505
6	marks@fb	smithmarl@	msmith@	+44 303 12	+44 871 66	+44 844 41	AEBD52E7	Mark	Smith	SW1A 1AA	London		GB	12/10/1978	1978	M	38	1443637309	3123
7	jamesm@	mcclaughli@	jmcclaughl	+44 20 721	+44 844 48	+44 343 22	aece52e7-	James	McLaughli	SW1A 1AA	London		GB	10/21/1956	1978	M	50	1234567892	456.9
8	pauloa@	falessandr@	palessand	+55 21 393	+55 11 309	+55 11 311	ACBE52E7-	Paulo	Alessandr	01310-200	Sao Paulo		BR	12/21/1978	1976	M	40	1234567890	60
9	mariel@	flaurentm@	mlaurent@	+33 892 70	+33 1 53 05	+33 1 40 20	AFCE52E7-	Marie	Laurent	75007	Paris		FR	10/10/1965	1978	F	51	1443637309	77
10	thomasd@	duboisist@	tdubois@	+33 892 70	+33 1 49 55	+33 1 42 90	aebe52e7-	Thomas	Dubois	75007	Paris		FR	11/19/1972	1978	M	44	1234567892	590

Include at least one main identifier in this Customer List Template file; the more main identifiers the better! This increases your chance of Facebook finding your customers profile on Facebook and Instagram, so you can retarget them in future ads. The main identifiers include:

- Email, Phone Number, First Name, Last Name
- Include EVERY email and phone number record you have for you customer (up to 3), in case they use a different one for their Facebook and Instagram login.

Customer List Template - Other Identifiers

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
1	email	email	email	phone	phone	phone	madid	fn	ln	zip	ct	st	country	dob	doby	gen	age	uid	value
2	elizabeth@olsene@f	eolsen@f	1-(650)-561	1-(650)-781	1-(650)-881	aece52e7	Elizabeth	Olsen		94046	Menlo Par	CA	US	10/21/1968	1968	F	48	1234567890	20.1
3	andrewj@jamisona	ajamison	1-(212) 731	1-(212) 521	1-(212) 121	BEBE52E7	Andrew	Jamison		10118	New York	NY	US	10/17/1978	1978	M	38	1443637309	1342.8
4	margaretj@johnsonm	mjohnson	1-(323) 851	1-(323) 611	1-(323) 541	adbe52e7	Margaret	Johnson		90001-465	Los Angel	CA	US	11/21/1982	1982	F	33	1234567892	600
5	johnd@fbdoej@fb.c	jdoe@fb.c	1-(312) 441	1-(312) 551	1-(312) 321	aebe52e7	John	Doe		60603	Chicago	IL	US	9/1/1978	1978	M	38	1234567890	505
6	marks@ftsmithmar	msmith@	+44 303 12	+44 871 66	+44 844 41	AEBD52E7	Mark	Smith		SW1A 1AA	London		GB	12/10/1978	1978	M	38	1443637309	3123
7	jamesm@mclaughli	jmclaughl	+44 20 721	+44 844 48	+44 343 22	aece52e7	James	McLaughlin		SW1A 1AA	London		GB	10/21/1956	1978	M	50	1234567892	456.9
8	pauloa@faleessandr	palessand	+55 21 393	+55 11 309	+55 11 311	ACBE52E7	Paulo	Alessandro		01310-200	Sao Paulo		BR	12/21/1978	1976	M	40	1234567890	60
9	mariel@flaurentm	mlaurent	+33 892 70	+33 1 53 05	+33 1 40 20	AFCE52E7	Marie	Laurent		75007	Paris		FR	10/10/1965	1978	F	51	1443637309	77
10	thomasd@duboisist	tdubois	+33 892 70	+33 1 49 51	+33 1 42 96	aebe52e7	Thomas	Dubois		75007	Paris		FR	11/19/1972	1978	M	44	1234567892	590

Along with using at least one main identifier, use as many of these other identifiers to increase the chances of getting a better match rate (Facebook finding your customers profiles).

- City, State, Province/Country, ZIP/Postal Code, Date of Birth, Year of Birth, Gender, Age

Customer List SUPER HACK

Use this HACK at your own risk! Facebook terms of service requires you collect lead information legally (i.e. via lead capture forms).

Customer List Template - uid

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
1	email	email	email	phone	phone	phone	madid	fn	ln	zip	ct	st	country	dob	doby	gen	age	uid	value
2	elizabeth.olsene@f	eolsen@f	1-(650)-561	1-(650)-781	1-(650)-881	aece52e7-	Elizabeth	Olsen		94046	Menlo Par	CA	US	10/21/1968	1968	F	48	1234567890	20.1
3	andrewj@jamisona	ajamison@	1-(212) 731	1-(212) 521	1-(212) 121	BEBE52E7-	Andrew	Jamison		10118	New York	NY	US	10/17/1978	1978	M	38	1443637309	1342.8
4	margaretj.johnsonm	mjohnson@	1-(323) 851	1-(323) 611	1-(323) 541	adbe52e7-	Margaret	Johnson		90001-465	Los Angel	CA	US	11/21/1982	1982	F	33	1234567892	600
5	johnd@fb.doej@fb.c	jdoe@fb.c	1-(312) 441	1-(312) 551	1-(312) 321	aebe52e7-	John	Doe		60603	Chicago	IL	US	9/1/1978	1978	M	38	1234567890	505
6	marks@ft.smithmar	msmith@	+44 303 12	+44 871 66	+44 844 41	AEBD52E7	Mark	Smith		SW1A 1AA	London		GB	12/10/1978	1978	M	38	1443637309	3123
7	jamesm@mclaughli	jmclaughli	+44 20 721	+44 844 48	+44 343 22	aece52e7-	James	McLaughli		SW1A 1AA	London		GB	10/21/1956	1978	M	50	1234567892	456.9
8	pauloa@f.alessandr	palessand	+55 21 393	+55 11 309	+55 11 311	ACBE52E7	Paulo	Alessandr		01310-200	Sao Paulo		BR	12/21/1978	1976	M	40	1234567890	60
9	mariel@flaurentm	mlaurent@	+33 892 70	+33 1 53 05	+33 1 40 20	AFCE52E7	Marie	Laurent		75007	Paris		FR	10/10/1965	1978	F	51	1443637309	77
10	thomasd@duboisit	tdubois@	+33 892 70	+33 1 49 55	+33 1 42 96	aebe52e7-	Thomas	Dubois		75007	Paris		FR	11/19/1972	1978	M	44	1234567892	590

- The **uid** column is NOT required, but it results in the HIGHEST match rate when uploading Customer Lists as a Custom Audience.
- So what is our **SUPER HACK**? If you don't have the users email address, just their name, you can find them on Facebook and find their **uid** (which will be enough for your Customer List, remember just one MAIN identifier is required, so a name and the **uid** will be perfect).

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Saurabh Sharma

New top fan



Alexandre Moreira

New top fan



Md. Assaduzzaman

New top fan



Liberti Vegas

New top fan



Ra Steven

New top fan



Payoj Katiyar



Talha Ahmad

Top fan for 11 months



Aris Fernando

Top fan for 11 months

See All

Friends and Udem

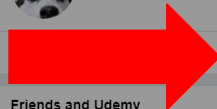


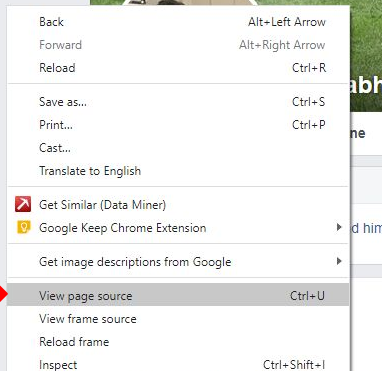
Stephanie Nicklas likes or has visited Udem.

Let's look at an example.

We have navigated to our competitors Facebook page, clicked the “**Community**” page in the left sidebar, then clicked the “**See All**” link for the Top Fans section (i.e. most engaged).

Finally, in this popup box, I clicked on a fans name (which will open that users Facebook Profile).





Now just RIGHT-CLICK in the blank side bars of this Facebook users profile page.

Select the “**View page source**” option.

On this Page Source tab, type “CTRL+F” to open the Find search box at the top of the page. Type in “uid”.

Scroll down about 3/4 of the way. You will see the Facebook user name, then the text:

“FirstName LastName”, type: “ent:user”, uid: #####

That is the uid which you can copy and add to your Customer List.CSV to ensure a name match! This is a GREAT job to outsource on Upwork for \$5/hr and have them build Customer Lists of fans from all your competitors pages.

Customer List Lifetime Value

Customer List Template - Value

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
1	email	email	email	phone	phone	phone	madid	fn	ln	zip	ct	st	country	dob	doby	gen	age	uid	value
2	elizabeth@olsene.com	elizabeth@olsene.com	1-(650)-561-7812	1-(650)-781-2345	1-(650)-881-2345	aece52e7-Elizabeth	Olsen	94046	Menlo Park	CA	US	10/21/1968	1968	F			48	1234567890	20.1
3	andrew@jamison.com	andrew@jamison.com	1-(212) 731-2345	1-(212) 521-2345	1-(212) 123-4567	BEBE52E7-Andrew	Jamison	10118	New York	NY	US	10/17/1978	1978	M			38	1443637309	1342.8
4	margaret@johnson.com	margaret@johnson.com	1-(323) 851-2345	1-(323) 611-2345	1-(323) 541-2345	adbe52e7-Margaret	Johnson	90001-465	Los Angeles	CA	US	11/21/1982	1982	F			33	1234567892	600
5	john@doe.com	john@doe.com	1-(312) 441-2345	1-(312) 551-2345	1-(312) 321-2345	aebe52e7-John	Doe	60603	Chicago	IL	US	9/1/1978	1978	M			38	1234567890	505
6	marks@smith.com	marks@smith.com	+44 303 12 345 6789	+44 871 66 789 0123	+44 844 41 234 5678	AEBD52E7-Mark	Smith	SW1A 1AA	London		GB	12/10/1978	1978	M			38	1443637309	3123
7	james@mclaughlin.com	james@mclaughlin.com	+44 20 721 345 6789	+44 844 48 234 5678	+44 343 22 123 4567	aece52e7-James	McLaughlin	SW1A 1AA	London		GB	10/21/1956	1978	M			50	1234567892	456.9
8	paulo@alexandre.com	paulo@alexandre.com	+55 21 393 456 7890	+55 11 309 456 7890	+55 11 311 234 5678	ACBE52E7-Paulo	Alessandro	01310-200	Sao Paulo		BR	12/21/1978	1976	M			40	1234567890	60
9	marie@laurent.com	marie@laurent.com	+33 892 70 123 4567	+33 1 53 09 123 4567	+33 1 40 23 456 7890	AFCE52E7-Marie	Laurent	75007	Paris		FR	10/10/1965	1978	F			51	1443637309	77
10	thomas@dubois.com	thomas@dubois.com	+33 892 70 123 4567	+33 1 49 56 789 0123	+33 1 42 90 123 4567	aebe52e7-Thomas	Dubois	75007	Paris		FR	11/19/1972	1978	M			44	1234567892	590

- By adding a customer VALUE (i.e. total dollar amount spent on your website), you can create a **Value-Based Lookalike Audience** to find customers who are similar to your most valuable customers.

LTV = Lifetime Value

The main reason to create a Custom Audience Customer List with a “CUSTOMER VALUE” column, is so you can later create a Value-Based **Lookalike Audience**.

Facebook will use your source Custom Audience that has **LTV customer value** (i.e. “CUSTOMER VALUE” column in the customer list file) to find similar users for your Value-Based Lookalike Audience.

For my clients, I use the **sum of all purchases** (LIFETIME VALUE) by each past customer for the “CUSTOMER VALUE” column number.

Custom Audience → Customer List

Once you have your Customer List excel file complete and saved (as a .CSV or .TXT), click the “Next” button on this “Create an Audience From a Customer List” pop-up.

Create an Audience From a Customer List

Prepare Your Customer List

Your customer list is a CSV or TXT file that contains information used to build your audience. Identifiers in your customer list are used to match with Facebook users. The more identifiers you provide, the better the match rate.

Include at least one main identifier ⓘ

Include more identifiers ⓘ

Add value information to create a value-based lookalike ⓘ

[Download List Template](#)
[See Formatting Guidelines](#)
[Import From Mailchimp](#)

Your Customer List Information Is Hashed

Before the list is sent to Facebook for your audience to be created, we use a cryptographic security method known as hashing, which turns the identifiers into randomized code and cannot be reversed.

[Learn More](#)

Date Created Sharing

07/06/2020
11:57 AM

07/06/2020
10:25 AM

07/06/2020
10:24 AM

07/01/2020
2:07 PM

06/24/2020
5:42 PM

06/24/2020
3:29 PM

06/23/2020
4:46 PM

06/22/2020
11:39 AM

06/22/2020
11:39 AM

06/22/2020
11:39 AM

06/22/2020
11:39 AM

05/22/2020
9:28 AM

Custom Audience → Customer List

If you included the **VALUE** column (for even 1 customer), select the “Yes” option and click “Next”.

Create an Audience From a Customer List

Does Your List Include a Column For Customer Value?

Customer value is a value associated with your customers based on how much and how often they spend towards your business. Adding customer value as a column in your customer list allows you to create a value-based lookalike later on to find people similar to your most valuable customers.

email	phone	age	value
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

☐ Yes
Include customer value in your customer list

☐ No
Continue with a customer list that doesn't include customer value

Back Next

Date Created	Sharing
05/15/2020 3:06 PM	—
05/05/2020 9:10 AM	—
05/04/2020 12:57 PM	—
05/04/2020 12:07 PM	—
05/04/2020 11:03 AM	—
05/04/2020 9:12 AM	—
05/04/2020 9:10 AM	—
05/03/2020 3:02 PM	—
05/03/2020 3:01 PM	—
05/02/2020 12:57 PM	—
04/30/2020	—

Custom Audience → Customer List

Upload your Customer List file, name it, then click the “Next” button.

Create an Audience From a Customer List

1 Add Customer List [Show Tips](#)

Before uploading your list, make sure you have enough identifiers in the correct format. The list needs to be in a CSV or TXT format.

[Download List Template \(.csv\)](#)

Drag and drop your file here or [Upload File](#)

2 Name Your Audience

Name your audience [Add Description](#)

[Cancel](#) [Back](#) [Next](#)

Coursenvy.com Ad Account (5... ▼)

Columns ▼

Date Created ▼ Sharing

05/15/2020
3:06 PM

--

05/05/2020
9:10 AM

--

05/04/2020
12:57 PM

--

05/04/2020
12:07 PM

--

05/04/2020
11:03 AM

--

05/04/2020
9:12 AM

--

05/04/2020
9:10 AM

--

05/03/2020
3:02 PM

--

05/03/2020
3:01 PM

--

05/03/2020
2:57 PM

--

05/02/2020
12:57 PM

--

04/30/2020

--

Custom Audience → Customer List

Audience

Create Audience ▾

Search by name or audience ID

☒ All Audiences

Filter

Create an Audience From a Customer List ×

4 Choose Your Customer Value Column [Show Tips](#)

Select the column in your list that represents customer value. You can get better results if you provide a varied range of customer values. [Learn More](#)

Customer Value: Customer Value, \$1,000.00, \$1,000.00, \$9,000.00 ▾

Cancel Back Next

Date Created ▾ **Sharing**

07/06/2020 11:57 AM	--
07/06/2020 10:25 AM	--
07/06/2020 10:24 AM	--
07/01/2020 2:07 PM	--
06/24/2020 5:42 PM	--
06/24/2020 3:29 PM	--
06/23/2020 4:46 PM	--
06/22/2020 11:39 AM	--
06/22/2020 11:37 AM	--
05/26/2020 10:43 AM	--
05/26/2020 9:00 AM	--
05/22/2020 9:28 AM	--

CA - WC - MM

CA - WC - MM

CA - WC - learn

CA - WC - mo

CA - WC - CE (ALL) - Top 25% - 14 Days

CA - WC - modMBA-freePurchased - 180 Days (BUYERS)

Custom Audience Website (Advanced)

Below 1000 Low website traffic ⓘ

Ready Last edited 05/26/2020

Below 1000 Low website traffic ⓘ

Ready Last edited 05/22/2020

Select the “Customer Value” column (ONLY if you had this column added and filled out).

Click the “Next” button.

Custom Audience → Customer List

Preview your Customer List upload and confirm the column identifier mapping. This means matching the column name with the Facebook internal identifier. If you use the template file, these column names will match the identifiers automatically.

Also check the “**Action needed**” tab to map any columns that had possible errors.

Create an Audience From a Customer List

5 Preview and Map Identifiers

Map your identifiers to upload it. Your identifiers will be hashed before it's uploaded. [Learn More](#)

4 columns are mapped and will be uploaded. Please correct the errors before continuing.

Email Customer Value Country ZIP/Postal Code

Mapped (4) Action needed (2)

Map Column to Identifier	Formatting Guidelines	Example
Customer Value \$1,000.00 \$1,000.00 \$9,900.00 \$1,900.00	Customer Value We support a numeric value, such as customer lifetime value or predictive lifetime value.	0 0.1 3 20
email zahid@ trevie4@	Email Accept email addresses in up to three separate columns. Only one email can go in each cell. All universal email formats are accepted.	Emily@example.com John@example.com Helena@example.com
country AF AL AI	Country Countries must be provided as an ISO two-letter country code, even if they're all from the same country.	US GB FR

If the identifier above looks incorrect, modify the delimiter.

Cancel Back Upload and Create

Once ready, click the “**Upload and Create**” button.

Value-Based Lookalike Audience

- Select your Lookalike Source (select the Value-Based Custom Audience).

Audience

Create Audience

Search by name or audience ID

All Audiences

Filter

Status

Type

Availability

Source

Create a Lookalike Audience

1 Select Your Lookalike Source

CL - BUYERS - modMBA (ALL)

Value-Based Sources Other Sources

CL - BUYERS - modMBA (ALL) Value-based Custom Audience

2

3

0% 1% 2% 3% 4% 5% 6% 7% 8% 9% 10%

Audience size ranges from 1% to 10% of the combined population of your selected locations. A 1% lookalike consists of the people most similar to your lookalike source. Increasing the percentage creates a bigger, broader audience.

Cancel Create Audience

Columns

Date Created Sharing

05/15/2020 3:06 PM	--
05/05/2020 9:10 AM	--
05/04/2020 12:57 PM	--
05/04/2020 12:07 PM	--
05/04/2020 11:03 AM	--
05/04/2020 9:12 AM	--
05/04/2020 9:10 AM	--
05/03/2020 3:02 PM	--
05/03/2020 3:01 PM	--

Website

Last edited 05/03/2020

Create Audience ▼

Once you select a Value-Based Custom Audience (for example, I selected our Customer List of BUYERS that has a CUSTOMER VALUE column), select a single Audience Location and Size (we see the best results from 1%).

Finally, click the “Create Audience” button.

Create a Lookalike Audience

1 Select Your Lookalike Source ⓘ

CL - BUYERS - modMBA (ALL)

Create New Source ▼

⌚ Show Tips

2 Select Audience Location

Countries > North America

United States

Search for regions or countries

Suggestions Browse

3 Select Audience Size

Number of lookalike audiences ⓘ 1 ▼



Audience size ranges from 1% to 10% of the combined population of your selected locations. A 1% lookalike consists of the people most similar to your lookalike source. Increasing the percentage creates a bigger, broader audience.

New lookalike audiences ⓘ

1% of US - CL - BUYERS - modMBA (ALL)

Estimated reach

2,360,000 people

Cancel

Create Audience

Date Created

Sharing

05/15/2020
3:06 PM

--

05/05/2020
9:10 AM

--

05/04/2020
12:57 PM

--

05/04/2020
12:07 PM

--

05/04/2020
11:03 AM

--

05/04/2020
9:12 AM

--

05/04/2020
9:10 AM

--

05/03/2020
3:02 PM

--

05/03/2020
3:01 PM

--

05/03/2020
2:57 PM

--

05/02/2020
12:57 PM

--

WC - learnCEadAgency LP - 180 Days

Custom Audience
WebsiteBelow 1000
Low website traffic ⓘ● Ready
Last edited 04/30/202004/30/2020
3:56 PM

--

WC - learnCEwebinarTHANKS - 180 Days

Custom Audience

Below 1000

● Ready

04/30/2020

--

Update Customer List

➤ Customer Lists are constantly growing, so you want to be updating your list often!

Audience

Coursenvy.com Ad Account (5...

Create Audience

Columns

Search by name or audience ID

All Audiences

Filter

Status

Type

Availability

Source

	Name	Type	Size	Availability
		Website	Low website traffic	Last edited 03/02/20
	CA - WC - learnCEadAgency LP - 180 Days	Custom Audience Website	Below 1000 Low website traffic	Ready Last edited 04/30/20
	CA - WC - learnCEwebinarTHANKS - 180 Days (LEADS)	Custom Audience Website	Below 1000 Low website traffic	Ready Last edited 04/30/20
	LA (US, 10%) - CL - BUYERS - learnCE (ALL)	Lookalike Audience Custom Audience: CL - BUY...	8,200,000	Ready Last edited 04/30/20
	LA (US, 5%) - CL - BUYERS - learnCE (ALL)	Lookalike Audience Custom Audience: CL - BUY...	7,700,000	Ready Last edited 04/30/20
	LA (US, 1%) - CL - BUYERS - learnCE (ALL)	Lookalike Audience Custom Audience: CL - BUY...	2,000,000	Ready Last edited 04/30/20
	CA - WC - CE (ALL) - Top 25% - 14 Days	Custom Audience Website (Advanced)	Below 1000 Low website traffic	Ready Last edited 04/30/20
	CA - WC - CE (ALL) - Top 25% - 30 Days	Custom Audience Website (Advanced)	Below 1000 Low website traffic	Ready Last edited 04/30/20
	CA - WC - modMBA LP - 30 Days	Custom Audience Website	Below 1000 Low website traffic	Ready Last edited 04/30/20
	CA - WC - modMBA LP - Top 25% - 30 Days	Custom Audience Website (Advanced)	Below 1000 Low website traffic	Ready Last edited 04/30/20

CL - BUYERS - modMBA (ALL)

Actions

Summary

Usage

History

Audience Name

CL - BUYERS - modMBA (ALL)

Size

Not available

Type

Custom Audience

Created

4/14/20, 5:36 PM

Last Updated

4/20/20, 10:24 AM

Edit

Audience

Coursenvy.com Ad Account (5... ▼

Create Audience ▼

Columns ▼

Search by name or audience ID 🔍

☒ All Audiences

Filter

Status ▼

Type ▼

Availability ▼

Source ▼

☐	Name	Type	Size	Availability
		Website	Low website traffic ⓘ	Last edited 05/02/20...
☐	CA - WC - learnCEadAgency LP - 180 Days	Custom Audience Website	Below 1000 Low website traffic ⓘ	Ready Last edited 04/30/20...
☐	CA - WC - learnCEwebinarTHANKS - 180 Days (LEADS)	Custom Audience Website	Below 1000 Low website traffic ⓘ	Ready Last edited 04/30/20...
☐	LA (US, 10%) - CL - BUYERS - learnCE (ALL)	Lookalike Audience Custom Audience: CL - BUY...	8,200,000	Ready Last edited 04/30/20...
☐	LA (US, 5%) - CL - BUYERS - learnCE (ALL)	Lookalike Audience Custom Audience: CL - BUY...	7,700,000	Ready Last edited 04/30/20...
☐	LA (US, 1%) - CL - BUYERS - learnCE (ALL)	Lookalike Audience Custom Audience: CL - BUY...	2,000,000	Ready Last edited 04/30/20...
☐	CA - WC - CE (ALL) - Top 25% - 14 Days	Custom Audience Website (Advanced)	Below 1000 Low website traffic ⓘ	Ready Last edited 04/30/20...
☐	CA - WC - CE (ALL) - Top 25% - 30 Days	Custom Audience Website (Advanced)	Below 1000 Low website traffic ⓘ	Ready Last edited 04/30/20...
☐	CA - WC - modMBA LP - 30 Days	Custom Audience Website	Below 1000 Low website traffic ⓘ	Ready Last edited 04/30/20...
☐	CA - WC - modMBA LP - Top 25% - 30 Days	Custom Audience Website (Advanced)	Below 1000 Low website traffic ⓘ	Ready Last edited 04/30/20...
☐	CA - WC - CEpartners - 180 days	Custom Audience Website	Below 1000 Low website traffic ⓘ	Ready Last edited 04/30/20...
☐	CA - WC - learnCE/OMA Webinar - 180 Days	Custom Audience Website	Below 1000 Low website traffic ⓘ	Ready Last edited 04/30/20...
☐	CL - BUYERS - modMBA (ALL)	Custom Audience Customer List	Not available ⓘ	Ready Last edited 04/30/20...

CL - BUYERS - modMBA (ALL)

Actions ▼ X

Summary Usage History

Audience Name

CL - BUYERS - modMBA (ALL)

Size

Not available

Type

Custom Audience

Created

4/14/20, 5:36 PM

Last Updated

4/20/20, 10:24 AM

Edit

Click your Customer List audience name.

The audience summary menu will expand. Click the "Edit" button.



Audience

Coursenvy.com Ad Account (5... ▼

Create Audience ▼

Columns ▼

CL - BUYERS - modMBA (ALL)

Actions ▼ X

Simply upload a Customer List including the added ROWS of data (new user identifiers, new customer values, etc.) This won't affect your original upload, rather just ADD CUSTOMERS to it.

Click the "Add customers" option and upload the .CSV.

Edit a Value-Based Custom Audience



Add customers

Upload a list with the rows you want to add. This action adds customers to the initial list you uploaded.



Remove customers

Upload a list with the rows you want to remove. This action removes customers from the initial list you uploaded.

CL - BUYERS - modMBA (ALL)

24



[Add Description](#)

Cancel

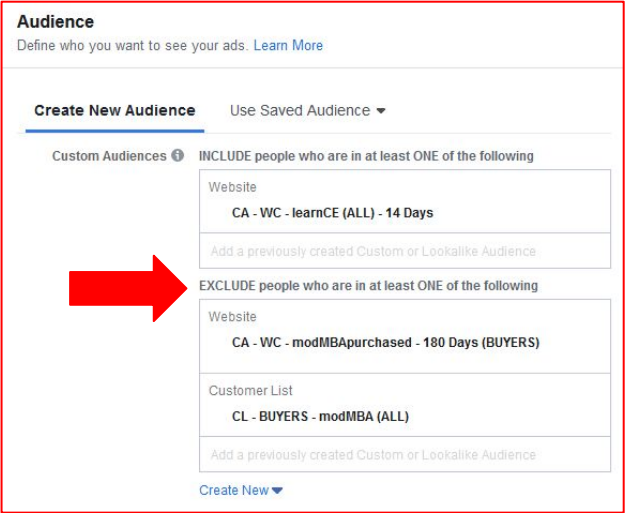
Done

PRO TIP: Exclude Custom Audiences

If you have a robust ecommerce website with various products and customers that would make multiple purchases, there is no need to exclude ads from past buyers as repeat customers are the goal. But if you are selling a single product or seeking lead captures via a single landing page, you will want to EXCLUDE users who have already purchased or signed up.

PRO TIP: To ensure you are excluding all the users you need to exclude (i.e. prevent wasted ad spend), I will exclude BOTH my Customer List and Website Event Custom Audiences.

- For example, to ensure I am not reaching any past customers, in my campaign (at the AD SET level, under AUDIENCE) I will exclude my “**Past Buyers Customer List**” and my “**Website Custom Audience > Purchase Event > 180 days**”



Audience
Define who you want to see your ads. [Learn More](#)

Create New Audience Use Saved Audience ▾

Custom Audiences ⓘ **INCLUDE** people who are in at least ONE of the following

Website
CA - WC - learnCE (ALL) - 14 Days
Add a previously created Custom or Lookalike Audience

EXCLUDE people who are in at least ONE of the following

Website
CA - WC - modMBApurchased - 180 Days (BUYERS)
Customer List
CL - BUYERS - modMBA (ALL)
Add a previously created Custom or Lookalike Audience

[Create New](#) ▾

Targeting People Who Engaged With Your Facebook Page or Instagram Account

Retargeting your businesses Facebook Page and Instagram fans is crucial as organic reach keeps dropping (organic = people naturally seeing your pages content in their feed). Facebook wants to make more ad revenue so they keep lowering organic reach for the posts to your followers. So in order to re-engage your followers, you will need to target these Custom Audiences with ads!

My best return on ad spend is targeting these Custom Audiences with the following ad strategies:

- Increase post engagement by promoting posts to your current fans (way better than targeting a cold audience).
- Move your engaged fans through your sales funnel (i.e. drive them to your landing page, capture their email, convert them to a customer, upsell, etc.)
- Promote new services and products to create LIFETIME customers.
- Drive engaged fans from Facebook to Instagram and vice versa to grow your following on both platforms!

Select the type of Facebook Page engagement you want to create a Custom Audience around. Test **any and all** Custom Audiences to see what works for your niche!

One of the first Facebook Page Custom Audiences you should create is ***“People who engaged with any post or ad”*** at 30 days or less (we want a FRESH/new audience).

This is a great audience to retarget as they are warm and know your brand, therefore are more likely to convert.



Create a Facebook Page Custom Audience

1 Add People to Your Audience

Include people who meet **ANY** of the following criteria:

Page: **Coursenvy**

Everyone who engaged with your Page in the past **365** days

- ✓ **Everyone who engaged with your Page**
- Anyone who visited your Page
- People who engaged with any post or ad
- People who clicked any call-to-action button
- People who sent a message to your Page
- People who saved your Page or any post

[Include More People](#) [Exclude People](#)

[Show Description](#)

[Cancel](#) [Back](#) [Create Audience](#)

Date Created	Sharing
05/01/2018 10:56 AM	--
04/27/2017 3:03 PM	--
08/04/2016 2:29 PM	--
08/04/2016 2:24 PM	--
04/05/2016 7:05 PM	--
12/04/2015 5:34 PM	--
11/19/2015 2:16 PM	--
11/19/2015 1:48 PM	--
08/17/2015 3:08 PM	--
08/15/2015 11:49 AM	--
08/14/2015 2:21 PM	--
08/05/2015 5:17 PM	Shared with 1 ad account Justinmarkob

Custom Audience Website 2,800 Ready Last updated 08/14/2015

The first Custom Audience I create for clients is “Everyone who engaged with your Page” in the past 365 days.

This is a great audience to create a Lookalike Audience of for TOF ads. It will have a lot of people and data points to use for building a better Lookalike Audience.

Create a Facebook Page Custom Audience

1 Add People to Your Audience

Include people who meet **ANY** of the following criteria:

Page: **Coursenvy**

Everyone who engaged with your Page in the past **365** days

- ✓ **Everyone who engaged with your Page**
- Anyone who visited your Page
- People who engaged with any post or ad
- People who clicked any call-to-action button
- People who sent a message to your Page
- People who saved your Page or any post

2

Include More People Exclude People

50 X Show Description

Cancel Back Create Audience

Date Created	Sharing
05/01/2018 10:56 AM	--
04/27/2017 3:03 PM	--
08/04/2016 2:29 PM	--
08/04/2016 2:24 PM	--
04/05/2016 7:05 PM	--
12/04/2015 5:34 PM	--
11/19/2015 2:16 PM	--
11/19/2015 1:48 PM	--
08/17/2015 3:08 PM	--
08/15/2015 11:49 AM	--
08/14/2015 2:21 PM	--
08/05/2015 5:17 PM	Shared with 1 ad account Justinmarkob

1 Add People to Your Audience

[◀ Show](#)Include people who meet **ANY** of the following criteria:Page:  Coursenvy

Everyone who engaged with your Page

in the past 365 days ⓘ



Set “in the past X days” in accordance to how warm you want your Custom Audience.

EXAMPLE: I will select the past 30 days when creating a Custom Audience for people who performed a specific action on my Facebook Page. Such as "People who engaged with any post or ad" or "People who clicked any call-to-action button". Think about it, you want your brand VERY fresh in this person's mind, so I want to target them again as soon as possible to close the sale!

I will create a 180 or 365 days Custom Audience if I am just trying to create the largest Custom Audience as possible (i.e. more time equals more people engaged) which is useful targeting for general Post Engagement ads, Page Like ads, and creating Lookalike Audiences.

Facebook Page Lookalike Audience

- Once you have all your Facebook Page Custom Audience created, you should create a Lookalike Audience of it (Lookalike Audiences are some of my best performing TOF campaigns).
- I target this Lookalike for new Page Like campaigns.

As you can see, we can create a Lookalike Audience using the actual Facebook Page itself as the Source (which is simply all our Facebook Page fans, which is found in the "Other Sources" menu).

Create a Lookalike Audience

1 Select Your Lookalike Source ⓘ

Show

Select an existing audience or data source

Value-Based Sources

Other Sources

2 Coachella Fresh

Page

Coachella Fresh Blends

Page

3 Coursenvy

Page

Browse

3 Coursenvy Facebook Page (ALL) - 365 Days

Custom Audience

Coursenvy.com

Website Custom Audience

FOIPs - Fear of Inspiring Peeps

Page

0% 1% 2% 3% 4% 5% 6% 7% 8% 9% 10%

Audience size ranges from 1% to 10% of the combined population of your selected locations. A 1% lookalike consists of the people most similar to your lookalike source. Increasing the percentage creates a bigger, broader audience.

Cancel

Create Audience

☐	18-34 male -usa	Custom Audience			
☐	name 75% or more Coursenvy	Custom Audience Engagement - Video	Below 1000 ⓘ	● Ready	
☐	Lookalike (IN, 1%) - People who like Coursenvy	Lookalike Page:Coursenvy	2,600,000	● Ready	
☐	Lookalike (AU, CA and 3 others, 1%) - Coursenvy	Lookalike Custom Audience:Coursenvy.com	5,200,000	● Ready	
☐	Coursenvy Facebook Page (ALL) - 365 Days	Custom Audience Engagement - Page	Below 1000 Populating ⓘ	● Ready	

Or we can create a Lookalike Audience of people who engaged with our Page in the past 365 days via the Custom Audience I just created.

I prefer using this Custom Audience option as I can create a Lookalike Audience of users that are most similar to the newest users that specifically **ENGAGED** with my page!

Create a Lookalike Audience

1 Select Your Lookalike Source ⓘ

Select an existing audience or data source

Value-Based Sources **Other Sources**

Coachella Fresh	Page
Coachella Fresh Blends	Page
Coursenvy	Page
Coursenvy Facebook Page (ALL) - 365 Days	Custom Audience
Coursenvy.com	Website Custom Audience
FOIPs - Fear of Inspiring Peeps	Page

0% 1% 2% 3% 4% 5% 6% 7% 8% 9% 10%

Audience size ranges from 1% to 10% of the combined population of your selected locations. A 1% lookalike consists of the people most similar to your lookalike source. Increasing the percentage creates a bigger, broader audience.

Cancel Create Audience



Next, select your Audience Location you want Facebook to find lookalike users in.

Create a Lookalike Audience

1 Select Your Lookalike Source

Coursenvy Facebook Page (ALL) - 365 Days

Create New Source ▼

2 Select Audience Location

Countries > North America

United States

Search for regions or countries

Browse

3 Select Audience Size

Number of lookalike audiences 1 ▼



Audience size ranges from 1% to 10% of the combined population of your selected locations. A 1% lookalike consists of the people most similar to your lookalike source. Increasing the percentage creates a bigger, broader audience.

New lookalike audiences

1% of US - Coursenvy Facebook Page (ALL) - 365 Days

Estimated reach

2,160,000 people

Cancel

Create Audience

Finally, select your Audience Size. I have seen the best results for my clients at the 1% level (which I feel forces Facebook to find a smaller, more accurate group of lookalike users).

Create a Lookalike Audience

1 Select Your Lookalike Source ⓘ

Coursenvy Facebook Page (ALL) - 365 Days

Create New Source ▼

2 Select Audience Location

Countries > North America

United States

Search for regions or countries Browse

3 Select Audience Size

Number of lookalike audiences ⓘ 1 ▼

0% 1% 2.2M 4% 5% 6% 7% 8% 9% 10%

Audience size ranges from 1% to 10% of the combined population of your selected locations. A 1% lookalike consists of the people most similar to your lookalike source. Increasing the percentage creates a bigger, broader audience.

New lookalike audiences ⓘ Estimated reach

1% of US - Coursenvy Facebook Page (ALL) - 365 Days 2,160,000 people

Cancel Create Audience

As for your Instagram Custom Audience, any user that stops and takes the time to double tap/like your post or comment or watch your video on Instagram (i.e. **"People who engaged with any post or ad"**) is a PERFECT audience to retarget with MOF and BOF ad campaigns.

This always is a highly engaged split test audience I target for my clients!

Create a Custom Audience Based on Your Instagram Professional Account

1 Add People to Your Audience [Show Tips](#)

Include people who meet **ANY** of the following criteria:

coursenvy

Everyone who engaged with your professional account in the past 365 days

- ☒ Everyone who engaged with your professional account
- ☐ Anyone who visited your professional account's profile
- ☐ People who engaged with any post or ad
- ☐ People who sent a message to your professional account
- ☐ People who saved any post or ad

[Include More People](#) [Exclude People](#)

[Add Description](#)

[Cancel](#) [Back](#) [Create Audience](#)

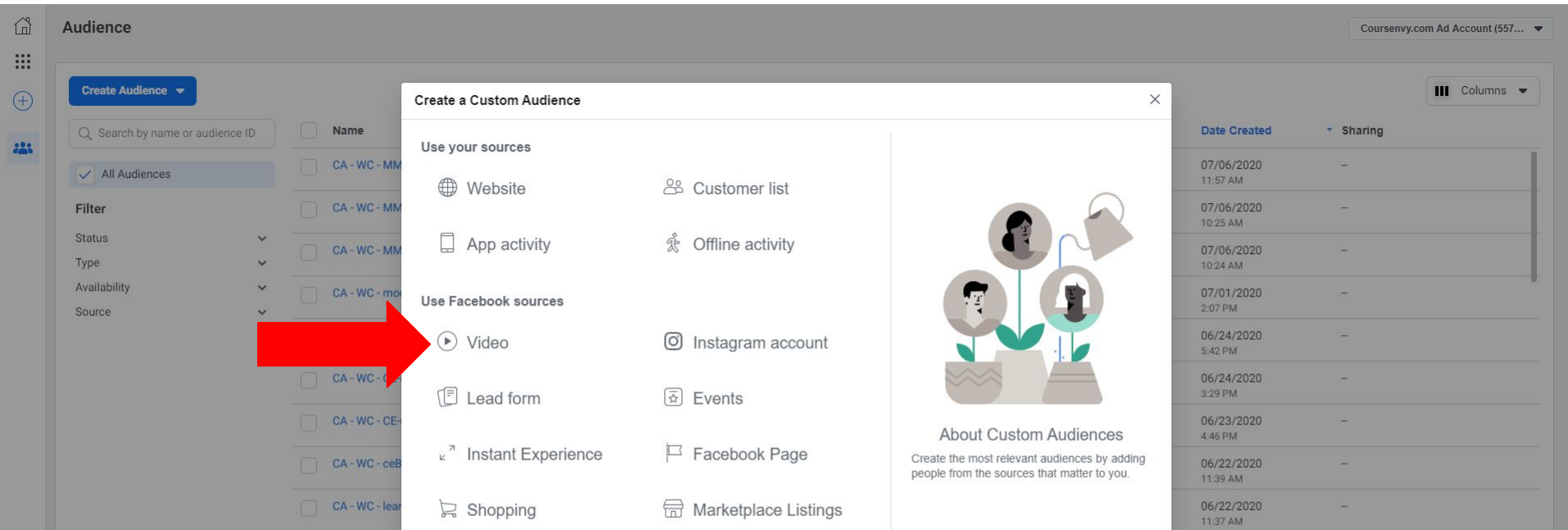
Date Created	Sharing
07/21/2020 9:37 AM	--
07/06/2020 11:57 AM	--
07/06/2020 10:25 AM	--
07/06/2020 10:24 AM	--
07/01/2020 2:07 PM	--
06/24/2020 5:42 PM	--
06/24/2020 3:29 PM	--
06/23/2020 4:46 PM	--
06/22/2020 11:39 AM	--
06/22/2020 11:37 AM	--
05/26/2020 10:43 AM	--
05/26/2020 9:00 AM	--
05/22/2020 9:28 AM	--

Why Instagram + Facebook Page Retargeting Works

- Using Instagram and Facebook Custom Audiences is a great way to re-engage with your most engaged Fans.
- You can pick from different types of engagement and therefore HYPER focus your ad campaign targeting.
- Create different audiences based on the level of engagement so you can promote new products and services to the right audience.
- You can reach WARM users who visited your Instagram profile and know your brand and are ready for another ad “touch point” (remember, an average of 7 touch points are required before a customer makes a purchase).
- Turn your most engaged fans into your best brand ambassador. Highly engaged users can become your “exclusive product launch list” for targeting and let them know they are the first to see XYZ product because they are your VIP customers (people love recognition, exclusivity, and being rewarded).

Custom Audience → Video

People who engaged with your videos is always a great audience to create too.
I see the best results from HIGH percentage watch Custom Audiences.



The screenshot displays the Facebook Audience Manager interface. A modal titled "Create a Custom Audience" is open, showing various sources for creating an audience. A large red arrow points to the "Video" option under the "Use Facebook sources" section.

Create a Custom Audience

Use your sources

- Website
- App activity
- Customer list
- Offline activity

Use Facebook sources

- Video**
- Lead form
- Instant Experience
- Shopping
- Instagram account
- Events
- Facebook Page
- Marketplace Listings

About Custom Audiences
Create the most relevant audiences by adding people from the sources that matter to you.

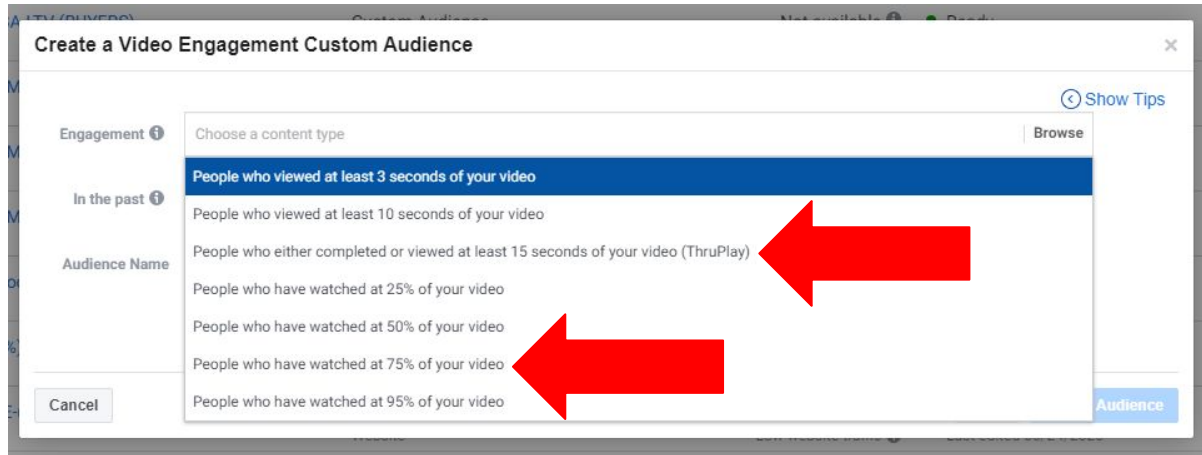
Audience Manager Interface:

- Create Audience** button
- Search by name or audience ID** input
- Filter** section: All Audiences (checked), Status, Type, Availability, Source
- Name** column: CA - WC - MM, CA - WC - MM, CA - WC - MM, CA - WC - mo, CA - WC - C, CA - WC - CE, CA - WC - ceB, CA - WC - lea
- Date Created** column: 07/06/2020 11:57 AM, 07/06/2020 10:25 AM, 07/06/2020 10:24 AM, 07/01/2020 2:07 PM, 06/24/2020 5:42 PM, 06/24/2020 3:29 PM, 06/23/2020 4:46 PM, 06/22/2020 11:39 AM, 06/22/2020 11:37 AM
- Sharing** column: --

BEST PRACTICES: Video Engagement

The best results for custom audiences based on video engagement are from **People who have watched 75% of your video OR ThruPlay (perfect for short videos).**

I also see great results from 1% **Lookalike Audiences** created of this Custom Audience. Split test your own!



BEST PRACTICES: Video Engagement

Here is one of my favorite ads for retargeting the Video Custom Audience:

1. Create a video about your product or service for sale. Think “infomercial” esque for the video, using the PROBLEM/SOLUTION format. Then create a Video Views ad campaign objective for this video.
2. Create a “75% watch Video Custom Audience” right after publishing your Video Views campaign so you are building this Custom Audience for future retargeting.
3. Create a Conversion objective ad campaign, ONLY targeting this initial “75% watch Video Custom Audience”. In this campaigns ad copy/creative, use a CASE STUDY or TESTIMONIAL video to convince this warm audience why your XYZ product/service is great. The Conversion campaign will direct users to your sales page. This strategy is a perfect 2-step funnel for many of my clients!

You can select this Custom Audience to target under the AD SET level.

Audience

Define who you want to see your ads. [Learn More](#)

Create New Audience

Use Saved Audience ▼

Custom Audiences

Add a previously created Custom or Lookalike Audience

All	Lookalike Audience	Custom Audience	
CA - WC - CEpartners - 30 Days			Website
CA - WC - learnCE/OMA Webinar - 30 Days			Website
V V - modMBA Testimonial Nicole - 90 Days			Engagement - Video
V V - modMBA webinar - 75% - 90 Days			Engagement - Video
CL - BUYERS - altM (ALL)			Customer List
CL - BUYERS - learnCE (ALL)			Customer List
CA - WC - modMBApurchased - 180 Days (BUYERS)			Website
CA - WC - modMBAcheckout - 90 Days			Website
CA - WC - modMBA LP - 90 Days			Website

Age

Gender

All Men Women

Detailed Targeting Include people who match

Add demographics, interests or behaviors

Suggestions Browse

Exclude People

Detailed Targeting Expansion

☒ Reach people beyond your detailed targeting selections when it's likely to improve performance.

Languages All languages

Show More Options

Save This Audience

Audience Size



Your audience selection is fairly broad.

Potential Reach: 230,000,000 people
Your criteria is currently set to allow detailed targeting expansion.

Size: Fewer than 1000

Name: V V - modMBA Testimonial Nicole - 90 Days

Type: Engagement - Video

< 10

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

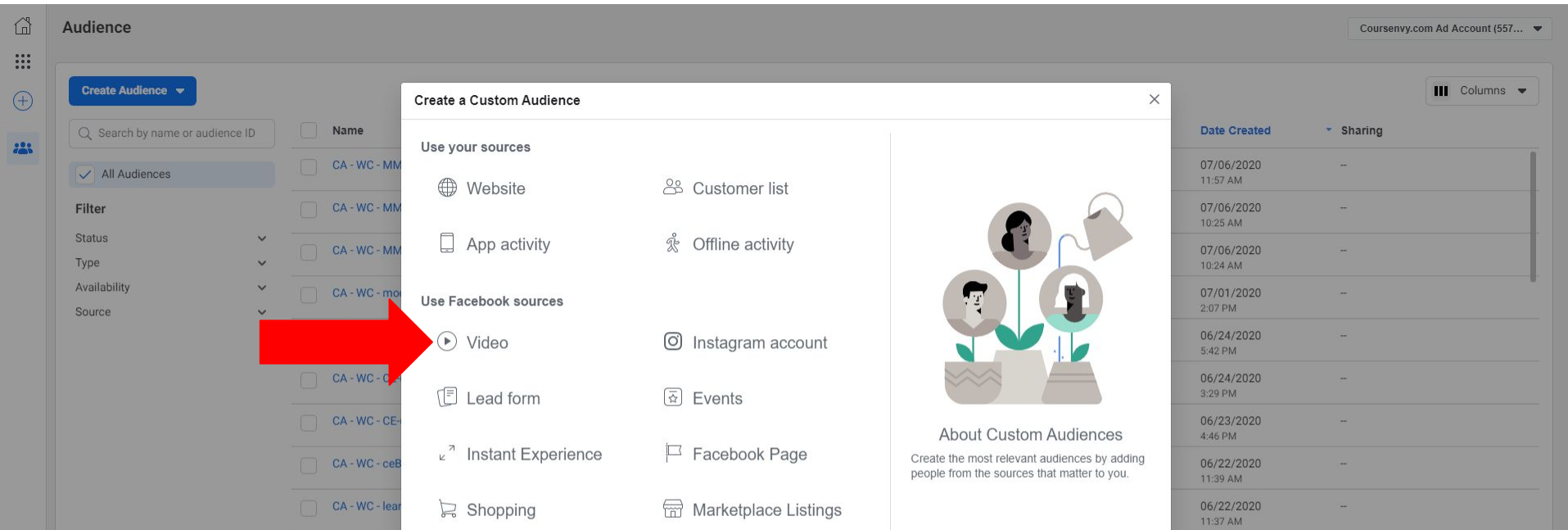
Were these estimates helpful?

Close

Placements

Custom Audience → Video

Select the **Video** option.



The screenshot displays the Facebook Audience Manager interface. On the left, the 'Audience' section shows a list of existing audiences with checkboxes. A red arrow points to the 'Video' option under the 'Use Facebook sources' section of the 'Create a Custom Audience' dialog box. The dialog box also lists other sources like Website, App activity, and Customer list. On the right, a table shows the 'Date Created' and 'Sharing' status for various audiences.

Audience

Create Audience ▾

Search by name or audience ID

☒ All Audiences

Filter

Status ▾

Type ▾

Availability ▾

Source ▾

Create a Custom Audience

Use your sources

- ☐ Website
- ☐ App activity
- ☐ Video
- ☐ Lead form
- ☐ Instant Experience
- ☐ Shopping

Use Facebook sources

- ☐ Customer list
- ☐ Offline activity
- ☐ Instagram account
- ☐ Events
- ☐ Facebook Page
- ☐ Marketplace Listings

About Custom Audiences

Create the most relevant audiences by adding people from the sources that matter to you.

Date Created ▾ **Sharing**

07/06/2020 11:57 AM	--
07/06/2020 10:25 AM	--
07/06/2020 10:24 AM	--
07/01/2020 2:07 PM	--
06/24/2020 5:42 PM	--
06/24/2020 3:29 PM	--
06/23/2020 4:46 PM	--
06/22/2020 11:39 AM	--
06/22/2020 11:37 AM	--

Once you select the type of Video Engagement, click the “Choose videos” link.

Create a Video Engagement Custom Audience

People who have watched at 75% of your video

Choose videos...

Choose a content type

Browse

In the past 365 days

Audience Name Enter a name for your audience

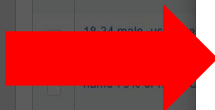
Add a description (optional)

Cancel

Back

Create Audience

Select a video to
create a Custom
Audience of users you
want to track who
watched XX amount of
your video.



Select Videos

Select by: Facebook Page

Page: Courserny

Last Used Date Select Dates

Page 1

	Thumbnail	Video Details	3s Video Views	Last Used
☐		black square ad format LEARN ... 0:28 • Uploaded: Apr 15, 2019	4,052	Apr 17, 2019
☐		Untitled Video 0:31 • Uploaded: Mar 18, 2019	2,252	Apr 15, 2019
☐		black square ad format LEARN ... 0:15 • Uploaded: Apr 11, 2019	5,808	Apr 11, 2019
☐		cropped_1x1_(x, y)_279, 0)_wi... 0:06 • Uploaded: Oct 26, 2018	399	Jan 18, 2019
☐		Want to Work From Home? 0:11 • Uploaded: Jan 10, 2019	1,967	Jan 10, 2019
☐		Work From Home! 0:11 • Uploaded: Jan 10, 2019	39	Jan 10, 2019

Cancel Confirm

Selected Videos (0)

Your selected videos will appear here. You'll be able to remove any videos you don't want to include before confirming your selections.

Date Created	Sharing
08/05/2015 5:17 PM	Shared with 1 ad account Justinmarkob
08/14/2015 2:21 PM	--
08/15/2015 11:49 AM	--
08/17/2015 3:03 PM	--
11/19/2015 1:48 PM	--
11/19/2015 2:16 PM	--
12/04/2015 5:34 PM	--
04/05/2016 7:05 PM	--
08/04/2016 2:24 PM	--
08/04/2016 2:29 PM	--
04/27/2017 3:03 PM	--
05/01/2018 10:56 AM	--
04/19/2019 4:53 PM	--

Change the days to how long you want to track users (i.e. how WARM do you want the users, people forget ads/videos quickly so 30 days is common for us).

Click the Create Audience button.

Create a Video Engagement Custom Audience

Engagement ⓘ People who have watched at 75% of your video × Show

 Edit

Choose a content type Browse

In the past ⓘ 365 days

Audience Name 75% - course signup video

Add a description (optional)

Cancel Create Audience

Custom Audience → Lead Form

Select the **Lead form** option.

The screenshot displays the Facebook Audience Manager interface. On the left, the 'Audience' sidebar includes a 'Create Audience' button and a search bar. The main area shows a list of existing audiences. A modal window titled 'Create a Custom Audience' is open in the center, displaying various source options. A large red arrow points to the 'Lead form' option under the 'Use Facebook sources' section. The background interface includes a top navigation bar with the account name 'Coursenvy.com Ad Account (557...)' and a 'Columns' dropdown menu. On the right, a table lists audience creation details.

Date Created	Sharing
07/06/2020 11:57 AM	--
07/06/2020 10:25 AM	--
07/06/2020 10:24 AM	--
07/01/2020 2:07 PM	--
06/24/2020 5:42 PM	--
06/24/2020 3:29 PM	--
06/23/2020 4:46 PM	--
06/22/2020 11:39 AM	--
06/22/2020 11:37 AM	--

Custom Audience → Lead Form

This is a Custom Audience of people who engaged with your Facebook Lead Generation campaign forms, including users that:

- Opened the form
- Opened but didn't submit the form
- Opened and submitted the form

My two favorite Custom Audiences to create here is first, the “opened but didn't submit” as I will create ads retargeting this audience asking them “why didn't you claim XYZ, offer expires today, sign up now!” FORCE that sense of urgency!

Second I will create a Custom Audience of “opened and submitted” for targeting with my product or service for sale (as this is a very WARM lead to target in ads!)

Create a Lead Form Custom Audience

1 Add People to Your Audience

Include people who meet **ANY** of the following criteria:

- Anyone who opened this form in the past 90 days
- ✓ Anyone who opened this form
 - People who opened but didn't submit form
 - People who opened and submitted form

2 Name Your Audience

Name your audience

Cancel

Custom Audience → Offline Activity

You can create Custom Audiences based on “Offline Activity”, like in-store or over the phone sales.

You just need to create an Offline Event Set:

<https://www.facebook.com/business/help/339320669734609>

The screenshot displays the Facebook Audience Manager interface. On the left, the 'Audience' sidebar shows a search bar and a list of audiences. The 'Create Audience' button is visible. The main area shows a modal titled 'Create a Custom Audience'. Under 'Use your sources', 'Offline activity' is selected, indicated by a red arrow. Other options include Website, App activity, Customer list, and Events. Under 'Use Facebook sources', options include Video, Instagram account, and Lead form. The background shows a table of existing audiences with columns for 'Date Created' and 'Sharing'.

Date Created	Sharing
07/06/2020 11:57 AM	--
07/06/2020 10:25 AM	--
07/06/2020 10:24 AM	--
07/01/2020 2:07 PM	--
06/24/2020 5:42 PM	--
06/24/2020 3:29 PM	--
06/23/2020 4:46 PM	--

Custom Audience → Events

Select the **Events** option.

The screenshot shows the Facebook Ads interface. On the left, the 'Audience' section is visible with a 'Create Audience' button and a search bar. The 'Filter' section shows 'All Audiences' selected. The main area displays a list of existing audiences. A modal dialog titled 'Create a Custom Audience' is open in the center. It has two columns of source options: 'Use your sources' (Website, App activity, Customer list, Offline activity) and 'Use Facebook sources' (Video, Lead form, Instant Experience, Shopping, Instagram account, Facebook Page, Marketplace Listings, Events). A large red arrow points to the 'Events' option. To the right of the dialog is an illustration of a potted plant with three people's heads as leaves. Below the illustration is the text 'About Custom Audiences' and a description: 'Create the most relevant audiences by adding people from the sources that matter to you.' On the far right, a table shows the 'Date Created' and 'Sharing' information for various audiences.

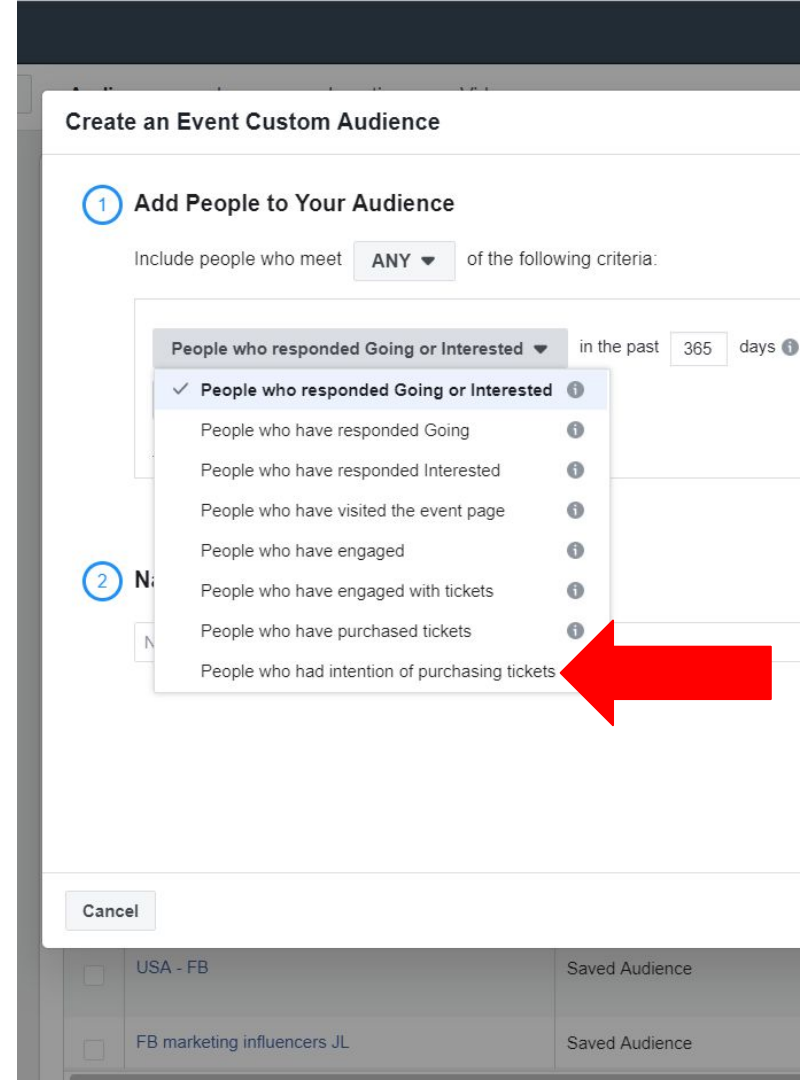
Date Created	Sharing
07/06/2020 11:57 AM	--
07/06/2020 10:25 AM	--
07/06/2020 10:24 AM	--
07/01/2020 2:07 PM	--
06/24/2020 5:42 PM	--
06/24/2020 3:29 PM	--
06/23/2020 4:46 PM	--
06/22/2020 11:39 AM	--
06/22/2020 11:37 AM	--

Custom Audience → Events

Some clients we have at Coursenvy make their entire income from ticket sales, so for this we use Event Custom Audiences. I see my best return on ad spend from targeting “**People who had intention of purchasing tickets**”. *This includes only the people who entered the ticket purchase flow but abandoned and did not finish the ticket purchase.*

Click here to learn how to create an Event for your Facebook Page:

<https://www.facebook.com/help/116346471784004>



Custom Audience → Shopping

Select the **Shopping** option.

The screenshot displays the Facebook Audience Manager interface. A modal titled "Create a Custom Audience" is open, showing various source categories. A large red arrow points to the "Shopping" option under the "Use Facebook sources" section.

Create a Custom Audience

Use your sources

- Website
- App activity
- Customer list
- Offline activity

Use Facebook sources

- Video
- Lead form
- Instant Experience
- Shopping
- Instagram account
- Events
- Facebook Page
- Marketplace Listings

About Custom Audiences
Create the most relevant audiences by adding people from the sources that matter to you.

Audience Manager Interface:

- Header: Audience
- Search: Search by name or audience ID
- Filter: All Audiences (checked)
- Filter options: Status, Type, Availability, Source
- Table columns: Date Created, Sharing
- Table data (partial):

Date Created	Sharing
07/06/2020 11:57 AM	--
07/06/2020 10:25 AM	--
07/06/2020 10:24 AM	--
07/01/2020 2:07 PM	--
06/24/2020 5:42 PM	--
06/24/2020 3:29 PM	--
06/23/2020 4:46 PM	--
06/22/2020 11:39 AM	--
06/22/2020 11:37 AM	--

Custom Audience → Shopping

Do you have an eCommerce store and Facebook Catalog? This Shopping Custom Audience is simply an alternative way to create a Website Custom Audience (i.e. specific pages or Events like “Purchase”). Both collect the same users, it is your preference for which Custom Audience you create. Almost 90% of our Custom Audiences are WEBSITE based traffic.

The screenshot shows the 'Create a Shopping Custom Audience' window in Facebook Ads Manager. It includes a close button (X) in the top right and a 'Show Tips' link. The main heading is '1 Add People to Your Audience'. Below it, a sub-header says 'Create an audience based on people who interacted with your Facebook and Instagram Shop.' A dropdown menu shows 'Include people who meet ANY of the following criteria:'. Under this, there's a 'Facebook Page' dropdown set to 'Page: Coursenvy'. A selection box shows 'People who viewed products' in the past 14 days. A dropdown menu is open, showing three options: 'People who viewed products' (checked), 'People who added any products to their cart', and 'People who purchased any products'. To the right of this menu are links for 'Include More People' and 'Exclude People'. At the bottom, there's a text input field 'Name your audience' with a character count '50' and an 'Add Description' link. At the very bottom are 'Cancel', 'Back', and 'Create Audience' buttons.

Create a Shopping Custom Audience

1 Add People to Your Audience

Create an audience based on people who interacted with your Facebook and Instagram Shop.

Include people who meet **ANY** of the following criteria:

Facebook Page Page: Coursenvy

People who viewed products in the past 14 days

✓ People who viewed products

People who added any products to their cart

People who purchased any products

Include More People Exclude People

Name your audience 50 Add Description

Cancel Back Create Audience

Lookalike Audiences

BEST PRACTICES: Lookalike Audiences

Lookalike Audiences use your existing Custom Audiences and pixel data to create audiences of NEW people who are **SIMILAR** (Facebook does this by taking data points from your current audiences and matching them to find similar users on Facebook and Instagram). For example, you can create a Lookalike Audience based on people who like your Facebook Page, fire specific pixel events, are in an existing Custom Audience, etc.

- Only create a Lookalike Audience once your Custom Audience source is at minimum **1,000 users**. Facebook needs this much data to properly create accurate Lookalikes.
- Your source audience must contain at least 100 people from a single country to be able to create a Lookalike Audience in that country.
- Include CUSTOMER VALUE data to improve your Lookalike Audiences.

BEST PRACTICES: Lookalike Audiences

Create a Value-Based Lookalike Audience of people who spend money!

Preferably, if you have enough customers, filter out your customer list to just include recurring customers and/or the highest spenders (this is a great split test for lookalike audiences because you are telling Facebook to go find the BEST users only)!

1. First, create a Custom Audience > Customer File of customers (email addresses and names minimum) and add them to the [Facebook Customer File Template](#)
2. Once you have that Custom Audience added, create a Lookalike Audience selecting this customer list name as the **Source** with a **1% Audience Size**.
3. This will now be a list of lookalike users MOST LIKELY to buy from you!

My Favorite Lookalike Audiences

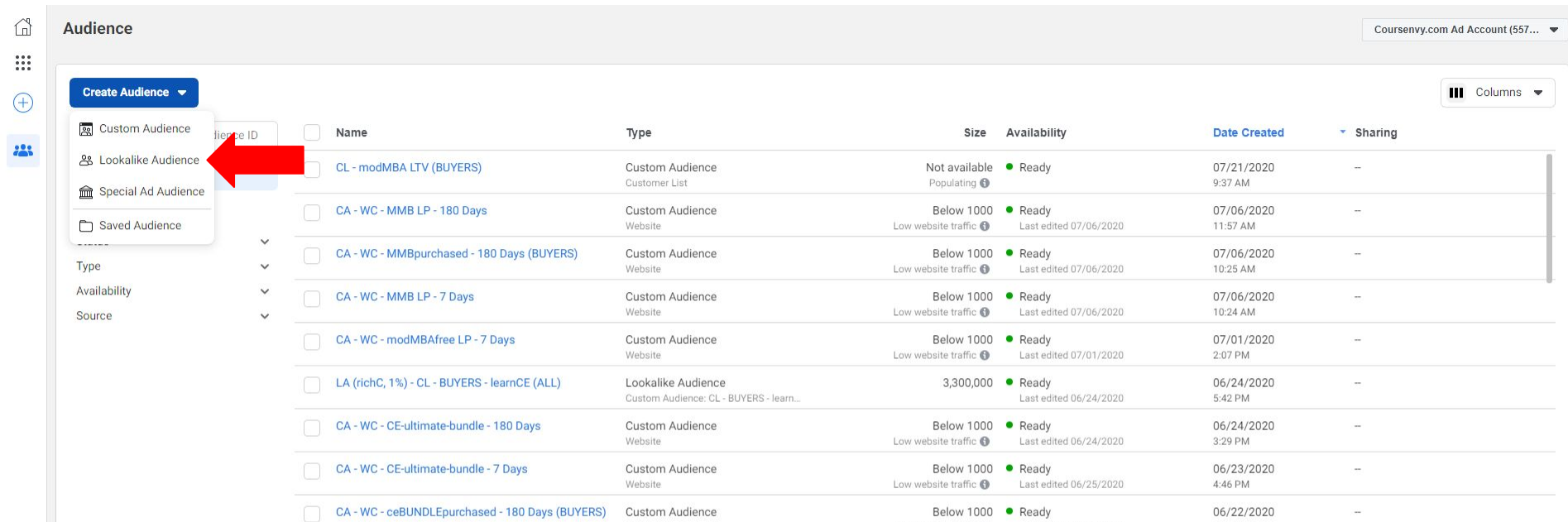
Custom Audiences are ALWAYS best (i.e. someone who has engaged with your post, website, video, etc.). Second best is a **LOOKALIKE**... Facebook uses hundreds of data points to find users that “LOOK” and “act online” nearly the exact same as your Custom Audience! Here are my favorites:

- Website Custom Audience > Visitors By Time Spent > Top 25%
- Facebook Page Custom Audience > Everyone who engaged with your Page
- Instagram Account Custom Audience > Everyone who engaged with your business
- Video Engagement Custom Audience > ThruPlay (and/or 75% watch)
- Website Custom Audience > AddToCart
- Website Custom Audience > InitiateCheckout
- Website Custom Audience > All website visitors ***view content -- i.e. /product pages)
- Website Custom Audience > People who visited specific web pages ***key landing pages***
- Customer List Custom Audience ***divide lists by email subscribers and **BUYERS*****

PRO TIP: Create Lookalike of your biggest Custom Audiences (more data points).

Creating a Lookalike Audience on Facebook

Lookalike Audiences on Facebook help you find new people who are similar to your existing audiences.



The screenshot displays the Facebook Audience Manager interface. On the left, a sidebar contains navigation icons and a 'Create Audience' dropdown menu. A red arrow points to the 'Lookalike Audience' option in this menu. The main area shows a table of existing audiences.

Name	Type	Size	Availability	Date Created	Sharing
CL - modMBA LTV (BUYERS)	Custom Audience Customer List	Not available Populating ⓘ	● Ready	07/21/2020 9:37 AM	--
CA - WC - MMB LP - 180 Days	Custom Audience Website	Below 1000 Low website traffic ⓘ	● Ready Last edited 07/06/2020	07/06/2020 11:57 AM	--
CA - WC - MMBpurchased - 180 Days (BUYERS)	Custom Audience Website	Below 1000 Low website traffic ⓘ	● Ready Last edited 07/06/2020	07/06/2020 10:25 AM	--
CA - WC - MMB LP - 7 Days	Custom Audience Website	Below 1000 Low website traffic ⓘ	● Ready Last edited 07/06/2020	07/06/2020 10:24 AM	--
CA - WC - modMBAfree LP - 7 Days	Custom Audience Website	Below 1000 Low website traffic ⓘ	● Ready Last edited 07/01/2020	07/01/2020 2:07 PM	--
LA (richC, 1%) - CL - BUYERS - learnCE (ALL)	Lookalike Audience Custom Audience: CL - BUYERS - learn...	3,300,000	● Ready Last edited 06/24/2020	06/24/2020 5:42 PM	--
CA - WC - CE-ultimate-bundle - 180 Days	Custom Audience Website	Below 1000 Low website traffic ⓘ	● Ready Last edited 06/24/2020	06/24/2020 3:29 PM	--
CA - WC - CE-ultimate-bundle - 7 Days	Custom Audience Website	Below 1000 Low website traffic ⓘ	● Ready Last edited 06/25/2020	06/23/2020 4:46 PM	--
CA - WC - ceBUNDLEpurchased - 180 Days (BUYERS)	Custom Audience	Below 1000	● Ready	06/22/2020	--

Creating a Lookalike Audience on Facebook

Creating a Lookalike Audience

- Pick the source (your existing target audience).
- Pick the country that you want to target (one country per Lookalike audience -- remember, the source must have a minimum 100 users from that country).
- Pick your audience size (how broad or narrow you want it to be).

The screenshot shows the 'Create a Lookalike Audience' dialog box with three steps:

- 1 Select Your Lookalike Source**: Includes a text input field 'Select an existing audience or data source', a 'Create New Source' dropdown, and a 'Show' link.
- 2 Select Audience Location**: Includes a text input field 'Search for regions or countries' and a 'Browse' button.
- 3 Select Audience Size**: Includes a 'Number of lookalike audiences' dropdown set to '1', a slider from 0% to 10% (currently at 1%), and explanatory text: 'Audience size ranges from 1% to 10% of the combined population of your selected locations. A 1% lookalike consists of the people most similar to your lookalike source. Increasing the percentage creates a bigger, broader audience.'

At the bottom are 'Cancel' and 'Create Audience' buttons.

Audience

Coursenvy.com Ad Account (557...

Create Audience

Search by name or audience ID

☒ All Audiences

Filter

Status

Type

Availability

Source

Create a Lookalike Audience

1 Select Your Lookalike Source

Show Tips

Select an existing audience or data source

Create New Source

2 Custom Audience

Create an audience of your existing customers or prospects who interacted with your business.

3 Custom Audience With LTV

Create a lookalike of your most valuable customers by including customer lifetime value (LTV) in your Custom Audience.

Suggestions

Browse

Number of lookalike audiences 1



Audience size ranges from 1% to 10% of the combined population of your selected locations. A 1% lookalike consists of the people most similar to your lookalike source. Increasing the percentage creates a bigger, broader audience.

Cancel

Create Audience

You can either create a new audience source.

Audience

Create Audience

Search by name or audience ID

☒ All Audiences

Filter

Status

Type

Availability

Source

Create a Lookalike Audience

1 Select Your Lookalike Source

Select an existing audience or data source

Value-Based Sources

Other Sources

CA - ALL ENG - CE IG - 90 Days Custom Audience

CA - ENGpost/ad - CE FB pg - 180 Days Custom Audience

CA - WC - CE (ALL) - 14 Days Custom Audience

CA - WC - CE (ALL) - 30 Days Custom Audience

CA - WC - CE (ALL) - 90 Days Custom Audience

CA - WC - CE (ALL) - Top 25% - 14 Days Custom Audience

CA - WC - CE (ALL) - Top 25% - 14 Days Custom Audience

0% 1% 2% 3% 4% 5% 6% 7% 8% 9% 10%

Audience size ranges from 1% to 10% of the combined population of your selected locations. A 1% lookalike consists of the people most similar to your lookalike source. Increasing the percentage creates a bigger, broader audience.

Cancel

Create Audience

Or click to select an existing audience or data source (for example, a Custom Audience we just created).

Coursenvy.com Ad Account (557...)

Columns

Date Created

Sharing

07/21/2020
9:37 AM

07/06/2020
11:57 AM

07/06/2020
10:25 AM

07/06/2020
10:24 AM

07/01/2020
2:07 PM

06/24/2020
5:42 PM

06/24/2020
3:29 PM

06/23/2020
4:46 PM

06/22/2020
11:39 AM

WC - learnCEpurchased (BUYERS-all) - 180 Days

Custom Audience
Website

Below 1000
Low website traffic

Ready
Last edited 06/22/2020

06/22/2020
11:37 AM

WC - modMBA LP - 7 Days

Custom Audience
Website

Below 1000
Low website traffic

Ready
Last edited 06/29/2020

05/26/2020
10:43 AM

WC - CE (ALL) - Top 25% - 14 Days

Custom Audience
Website (Advanced)

Below 1000
Low website traffic

Ready
Last edited 05/26/2020

05/26/2020
9:00 AM

WC - modMBA-freePurchased - 180 Days
(BUYERS)

Custom Audience
Website

Below 1000
Low website traffic

Ready
Last edited 05/22/2020

05/22/2020
9:28 AM

Create Audience ▼

Search by name or audience ID

☒ All Audiences

Filter

Status

Type

Availability

Source

Create a Lookalike Audience



1 Select Your Lookalike Source ⓘ

[Show Tips](#)

CA - WC - CE (ALL) - 14 Days

Create New Source ▼

Select Audience Location

Countries > North America

United States

Search for regions or countries

[Suggestions](#) | [Browse](#)

3 Select Audience Size

Number of lookalike audiences ⓘ 1 ▼



Audience size ranges from 1% to 10% of the combined population of your selected locations. A 1% lookalike consists of the people most similar to your lookalike source. Increasing the percentage creates a bigger, broader audience.

New lookalike audiences ⓘ

1% of US - CA - WC - CE (ALL) - 14 Days

Estimated reach

2,380,000 people

Cancel

Create Audience

For this example, I selected a Custom Audience as my source.

Next, select your Audience location by region or country (where do you want Facebook to find lookalike users?)

Date Created

Sharing

07/21/2020
9:37 AM07/06/2020
11:57 AM07/06/2020
10:25 AM07/06/2020
10:24 AM07/01/2020
2:07 PM06/24/2020
5:42 PM06/24/2020
3:29 PM06/23/2020
4:46 PM06/22/2020
11:39 AM06/22/2020
11:37 AM05/26/2020
10:43 AM05/26/2020
9:00 AM05/22/2020
9:28 AM

Create Audience

Search by name or audience ID

☒ All Audiences

Filter

Status

Type

Availability

Source

Create a Lookalike Audience

1 Select Your Lookalike Source

CA - WC - CE (ALL) - 14 Days

Create New Source

2 Select Audience Location

Countries > North America

United States

Search for regions or countries

Suggestions Browse

Select Audience Size

Number of lookalike audiences 1



New lookalike audiences

1% of US - CA - WC - CE (ALL) - 14 Days

Estimated reach

2,380,000 people

Cancel

Create Audience

Finally, select your audience size. As I mentioned, I see the best results with 1% audiences as they are smaller and more accurate lookalike users.

Audience size ranges from 1% to 10% of the combined population of your selected locations. A 1% lookalike consists of the people most similar to your lookalike source. Increasing the percentage creates a bigger, broader audience.

BEST PRACTICES: Lookalike Audiences

Create a Lookalike Audience for ONE country at a time at EACH of the following population percentages:

- 0% to 1%
- 0% to 5%
- 0% to 10%

While 1% performs the best for us, some clients see great results targeting 5% and 10% Lookalikes!

3 Select Audience Size

Number of lookalike audiences ⓘ 1 ▼

2.4M

0% 1% 2% 3% 4% 5% 6% 7% 8% 9% 10%

Audience size ranges from 1% to 10% of the combined population of your selected locations. A 1% lookalike consists of the people most similar to your lookalike source. Increasing the percentage creates a bigger, broader audience.

New lookalike audiences ⓘ	Estimated reach
1% of US - CA - WC - CE (ALL) - 14 Days	2,380,000 people

3 Select Audience Size

Number of lookalike audiences ⓘ 1 ▼

11.9M

0% 1% 2% 3% 4% 5% 6% 7% 8% 9% 10%

Audience size ranges from 1% to 10% of the combined population of your selected locations. A 1% lookalike consists of the people most similar to your lookalike source. Increasing the percentage creates a bigger, broader audience.

New lookalike audiences ⓘ	Estimated reach
5% of US - CA - WC - CE (ALL) - 14 Days	

3 Select Audience Size

Number of lookalike audiences ⓘ 1 ▼

23.8M

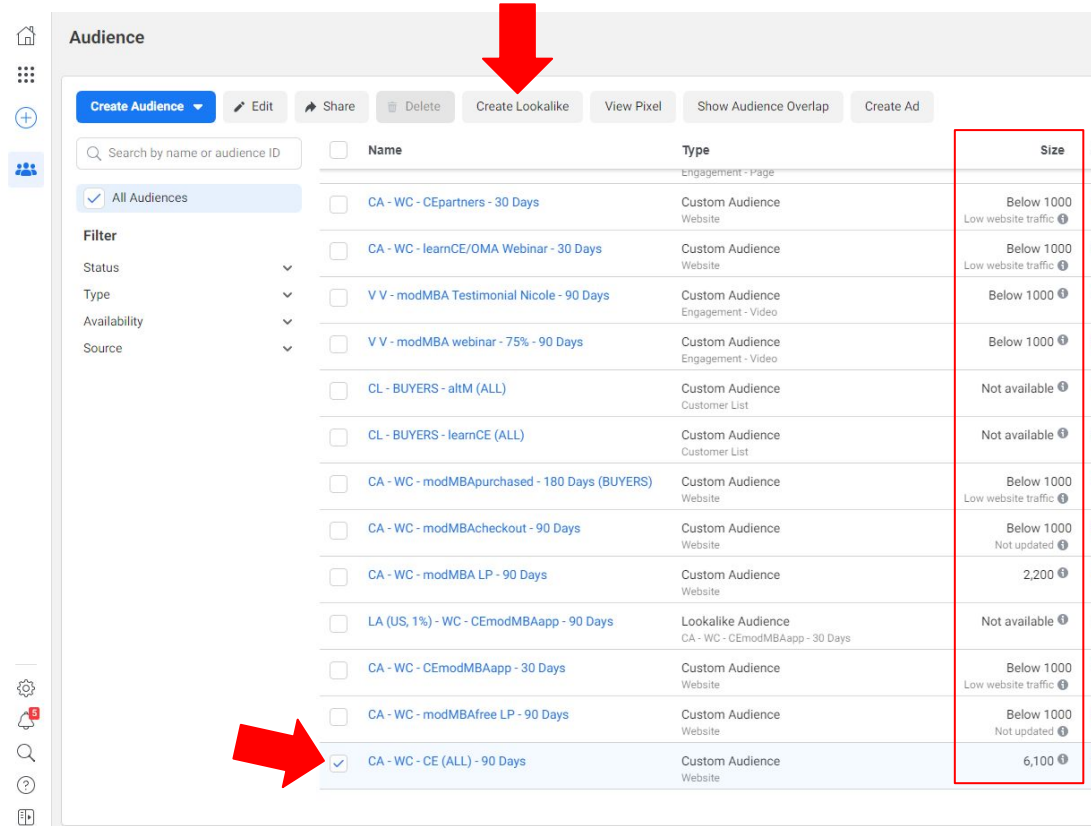
0% 1% 2% 3% 4% 5% 6% 7% 8% 9% 10%

Audience size ranges from 1% to 10% of the combined population of your selected locations. A 1% lookalike consists of the people most similar to your lookalike source. Increasing the percentage creates a bigger, broader audience.

New lookalike audiences ⓘ	Estimated reach
10% of US - CA - WC - CE (ALL) - 14 Days	23,800,000 people

Creating a Lookalike Audience on Facebook

- You can also create a Lookalike Audience via your Audiences page.
- Just click the checkbox next to any audience name, with a Size greater than 1,000 people.
- Then click the **Create Lookalike** button.



The screenshot shows the Facebook Audiences page. At the top, there is a navigation bar with buttons: 'Create Audience', 'Edit', 'Share', 'Delete', 'Create Lookalike', 'View Pixel', 'Show Audience Overlap', and 'Create Ad'. A red arrow points to the 'Create Lookalike' button. Below the navigation bar is a search bar and a list of audiences. The list has columns for 'Name', 'Type', and 'Size'. A red box highlights the 'Size' column, and another red arrow points to the checkbox next to the audience 'CA - WC - CE (ALL) - 90 Days', which has a size of 6,100.

Name	Type	Size
CA - WC - CEpartners - 30 Days	Custom Audience Website	Below 1000 Low website traffic
CA - WC - learnCE/OMA Webinar - 30 Days	Custom Audience Website	Below 1000 Low website traffic
V V - modMBA Testimonial Nicole - 90 Days	Custom Audience Engagement - Video	Below 1000
V V - modMBA webinar - 75% - 90 Days	Custom Audience Engagement - Video	Below 1000
CL - BUYERS - altM (ALL)	Custom Audience Customer List	Not available
CL - BUYERS - learnCE (ALL)	Custom Audience Customer List	Not available
CA - WC - modMBApurchased - 180 Days (BUYERS)	Custom Audience Website	Below 1000 Low website traffic
CA - WC - modMBAcheckout - 90 Days	Custom Audience Website	Below 1000 Not updated
CA - WC - modMBA LP - 90 Days	Custom Audience Website	2,200
LA (US, 1%) - WC - CEmodMBAapp - 90 Days	Lookalike Audience CA - WC - CEmodMBAapp - 30 Days	Not available
CA - WC - CEmodMBAapp - 30 Days	Custom Audience Website	Below 1000 Low website traffic
CA - WC - modMBAfree LP - 90 Days	Custom Audience Website	Below 1000 Not updated
CA - WC - CE (ALL) - 90 Days	Custom Audience Website	6,100

Targeting a Lookalike Audience

Just like Custom Audiences, you can choose to **TARGET** your Lookalike Audiences via the Audience section at the AD SET level of your new campaign.

Audience
Define who you want to see your ads. [Learn More](#)

Create New Audience Use Saved Audience ▼

Custom Audiences ⓘ

Add a previously created Custom or Lookalike Audience

Lookalike Audience Custom Audience

LA (US, 1%) - CL - BUYERS - learnCE (ALL)	Lookalike
LA (US, 1%) - CA - WC - modMBA LP - Top 25% - 30 D...	Lookalike
LA (US, 1%) - CA - WC - modMBA LP - 90 Days	Lookalike
LA (US, 5%) - CA - WC - CE (ALL) - Top 25% - 90 Days	Lookalike
LA (US, 1%) - CL - BUYERS - altM (ALL)	Lookalike
LA (US, 10%) - CL - BUYERS - learnCE (ALL)	Lookalike
LA (US, 5%) - CL - BUYERS - learnCE (ALL)	Lookalike
LA (US, 1%) - CL - BUYERS - learnCE (ALL)	Lookalike
LA (US, 1%) - WC - CE (ALL) - 90 Days	Lookalike

Age ⓘ

Gender ⓘ **All** Men Women

Detailed Targeting ⓘ Include people who match ⓘ

Add demographics, interests or behaviors | **Suggestions** Browse

Exclude People

Detailed Targeting Expansion ⓘ

☒ Reach people beyond your detailed targeting selections when it's likely to improve performance.

Languages ⓘ All languages

Audience Size

Your audience selection is fairly broad.

Potential Reach: 230,000,000 people ⓘ

Your criteria is currently set to allow detailed targeting expansion. ⓘ

Size: 3,300,000

Name: LA (richC, 1%) - CL - BUYERS - learnCE (ALL)

Type: Lookalike

Source: CL - BUYERS - learnCE (ALL)

< 10

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

Again, just like when we target a Custom Audience, you can narrow your specific targeting **WITHIN** your Lookalike Audience.

For example, I want to ensure my ad only targets the United States and my target audience age of 25-44. So by selecting these options, we are narrowing our Lookalike Audience reach, but that is ok as we won't be wasting ad spend on users that aren't in our target market.

Switch to Quick Creation

Create New Audience Use Saved Audience ▼

Lookalike

LA (US, 1%) - CA - WC - modMBA LP - Top 25% - 30 Days

Add a previously created Custom or Lookalike Audience

Exclude Create New ▼

Locations ⓘ People living in this location ▼

United States

United States

Include ▼ Type to add more locations Browse



Add Locations in Bulk

Age ⓘ 25 - 44

Gender ⓘ All Men Women

Detailed Targeting ⓘ Include people who match ⓘ

Add demographics, interests or behaviors Suggestions Browse

Exclude People

Detailed Targeting Expansion ⓘ

☐ Reach people beyond your detailed targeting selections when it's likely to improve performance.

Languages ⓘ All languages

Audience Size

Your audience is defined.

Potential Reach: 920,000 people ⓘ

Estimated Daily Results

Based on 7-day click and 1-day view conversion window

Reach ⓘ

1.5K - 4.2K

Conversions ⓘ

< 10

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

Close

Special Ad Audiences

Creating a Special Ad Audience on Facebook

This audience type is only available for ads in a Special Ad Category: Credit, Employment, and Housing Ads.



AudienceCoursenvy.com Ad Account (557...

Create Audience

Custom Audience

Lookalike Audience

Special Ad Audience

Saved Audience

Type

Availability

Source

☐	Name	Type	Size	Availability	Date Created	Sharing
☐	CL - modMBA LTV (BUYERS)	Custom Audience Customer List	Not available Populating ⓘ	● Ready	07/21/2020 9:37 AM	--
☐	CA - WC - MMB LP - 180 Days	Custom Audience Website	Below 1000 Low website traffic ⓘ	● Ready Last edited 07/06/2020	07/06/2020 11:57 AM	--
☐	CA - WC - MMBpurchased - 180 Days (BUYERS)	Custom Audience Website	Below 1000 Low website traffic ⓘ	● Ready Last edited 07/06/2020	07/06/2020 10:25 AM	--
☐	CA - WC - MMB LP - 7 Days	Custom Audience Website	Below 1000 Low website traffic ⓘ	● Ready Last edited 07/06/2020	07/06/2020 10:24 AM	--
☐	CA - WC - modMBAfree LP - 7 Days	Custom Audience Website	Below 1000 Low website traffic ⓘ	● Ready Last edited 07/01/2020	07/01/2020 2:07 PM	--
☐	LA (richC, 1%) - CL - BUYERS - learnCE (ALL)	Lookalike Audience Custom Audience: CL - BUYERS - learn...	3,300,000	● Ready Last edited 06/24/2020	06/24/2020 5:42 PM	--
☐	CA - WC - CE-ultimate-bundle - 180 Days	Custom Audience Website	Below 1000 Low website traffic ⓘ	● Ready Last edited 06/24/2020	06/24/2020 3:29 PM	--
☐	CA - WC - CE-ultimate-bundle - 7 Days	Custom Audience Website	Below 1000 Low website traffic ⓘ	● Ready Last edited 06/25/2020	06/23/2020 4:46 PM	--
☐	CA - WC - ceBUNDLEpurchased - 180 Days (BUYERS)	Custom Audience Website	Below 1000 Low website traffic ⓘ	● Ready Last edited 06/22/2020	06/22/2020 11:39 AM	--

The Special Ad Audience setup is the same as a Lookalike Audience.

Special Ad Audiences **ONLY** work for Credit, Employment, and Housing Ads. Since targeting is limited for these ad types, creating this “special lookalike” audience is crucial for targeting in these niches.

Create a Special Ad Audience

1 Select Your Source ⓘ [Show Tips](#)

CA - WC - modMBA LP - 7 Days

2 Select Audience Location

Countries > North America

United States

Search for regions or countries [Suggestions](#) [Browse](#)

3 Select Audience Size

Number of Special Ad Audiences ⓘ 1 ▾

2.4M

0% 1% 2% 3% 4% 5% 6% 7% 8% 9% 10%

Audience size ranges from 1% to 10% of the combined population of your selected locations. A 1% Special Ad Audience consists of the people who share most similar online behavior to your source. Increasing the percentage creates a bigger, broader audience.

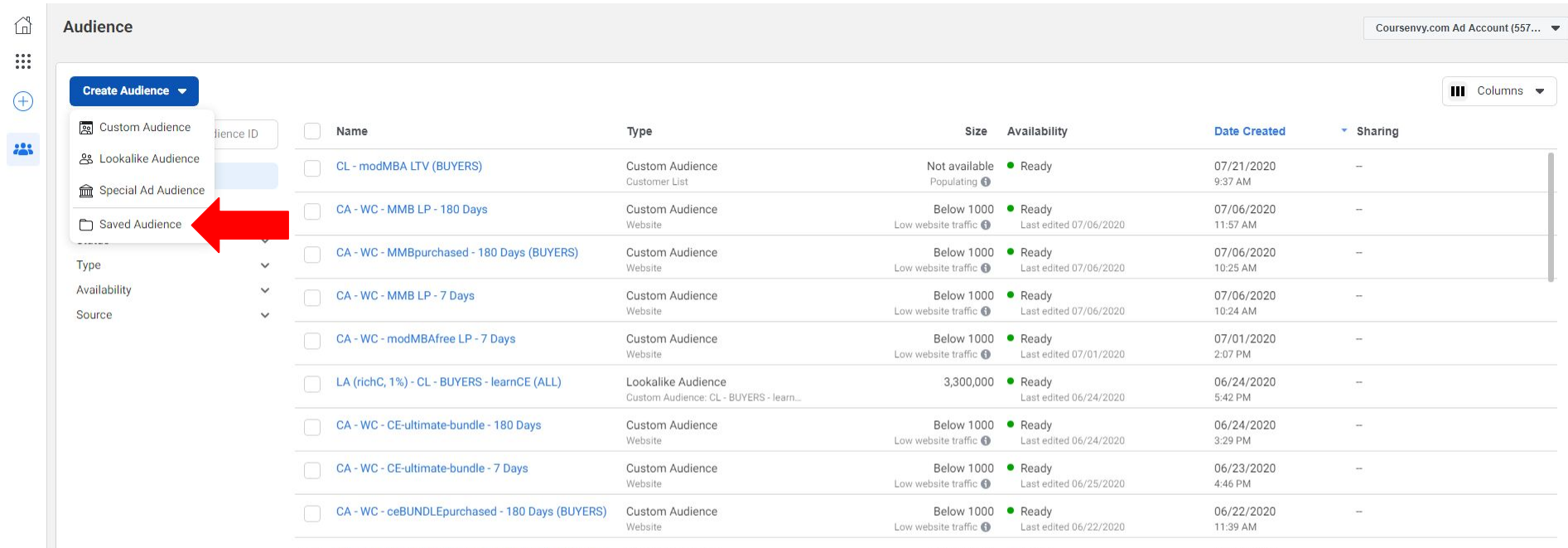
New Special Ad Audiences	Estimated reach
1% of US - CA - WC - modMBA LP - 7 Days	2,380,000 people

[Cancel](#) [Create Audience](#)

Saved Audiences

Creating a Saved Audience on Facebook

Save time when creating new audiences for campaigns by saving your most frequently used audiences.



The screenshot displays the Facebook Audience Manager interface. On the left, a sidebar contains navigation icons and a 'Create Audience' dropdown menu. A red arrow points to the 'Saved Audience' option in this menu. The main area shows a table of existing audiences.

☐	Name	Type	Size	Availability	Date Created	Sharing
☐	CL - modMBA LTV (BUYERS)	Custom Audience Customer List	Not available Populating ⓘ	● Ready	07/21/2020 9:37 AM	--
☐	CA - WC - MMB LP - 180 Days	Custom Audience Website	Below 1000 Low website traffic ⓘ	● Ready Last edited 07/06/2020	07/06/2020 11:57 AM	--
☐	CA - WC - MMBpurchased - 180 Days (BUYERS)	Custom Audience Website	Below 1000 Low website traffic ⓘ	● Ready Last edited 07/06/2020	07/06/2020 10:25 AM	--
☐	CA - WC - MMB LP - 7 Days	Custom Audience Website	Below 1000 Low website traffic ⓘ	● Ready Last edited 07/06/2020	07/06/2020 10:24 AM	--
☐	CA - WC - modMBAfree LP - 7 Days	Custom Audience Website	Below 1000 Low website traffic ⓘ	● Ready Last edited 07/01/2020	07/01/2020 2:07 PM	--
☐	LA (richC, 1%) - CL - BUYERS - learnCE (ALL)	Lookalike Audience Custom Audience: CL - BUYERS - learn...	3,300,000	● Ready Last edited 06/24/2020	06/24/2020 5:42 PM	--
☐	CA - WC - CE-ultimate-bundle - 180 Days	Custom Audience Website	Below 1000 Low website traffic ⓘ	● Ready Last edited 06/24/2020	06/24/2020 3:29 PM	--
☐	CA - WC - CE-ultimate-bundle - 7 Days	Custom Audience Website	Below 1000 Low website traffic ⓘ	● Ready Last edited 06/25/2020	06/23/2020 4:46 PM	--
☐	CA - WC - ceBUNDLEpurchased - 180 Days (BUYERS)	Custom Audience Website	Below 1000 Low website traffic ⓘ	● Ready Last edited 06/22/2020	06/22/2020 11:39 AM	--

Create a Saved Audience

Audience Name

Custom Audiences
[Exclude](#) | [Create New](#) ▼

Locations

United Kingdom

United Kingdom

Include

 | | [Browse](#)

Add Locations in Bulk

Age -

Gender

Languages

Detailed Targeting ☒ **INCLUDE** people who match at least ONE of the following

| [Suggestions](#) | [Browse](#)

[Exclude People](#)

Potential Audience:
Potential Reach: 44,000,000 people
Audience Details:

- Location - Living In:
 - United Kingdom
- Age:
 - 18 - 65+

Set the following items for your saved audience:

1. Audience Name
2. Include Custom Audiences or Not
3. Locations
4. Demographics
5. Languages
6. Detailed Targeting
7. Connections

Create a Saved Audience

Audience Name

Custom Audiences
[Exclude](#) | [Create New](#) ▼

Locations

United Kingdom

United Kingdom

Include

Type to add more locations

Browse

Add Locations in Bulk

Age -

Gender

Languages

Detailed Targeting ☒ **INCLUDE** people who match at least ONE of the following
[Exclude People](#)

Potential Audience:
Potential Reach: 44,000,000 people
Audience Details:

- Location - Living In:
 - United Kingdom
- Age:
 - 18 - 65+

You can be as specific as you want under Detailed Targeting to find your target customer via:

1. Demographics
2. Interests
3. Behaviors

Audience

Create Audience

Search by name or audience ID

☒ All Audiences

Filter

Name

☐ CL - modMBA L

☐ CA - WC - MMB

MB

MB

odM

(%) -

Eult

Eult

BU

amC

☐ CA - WC - modM

☐ CA - WC - CE (A

☐ CA - WC - modM
(BUYERS)

Create a Saved Audience

Audience Name saved audience marketing

Custom Audiences

Add a previously created Custom or Lookalike Audience

Exclude Create New

People living in this location

Locations

United States

United States

Include Type to add more locations

Browse

Add Locations in Bulk

Age

25 - 44

Gender

All Men Women

Languages

Enter a language...

Include people who match

Detailed Targeting

Interests > Business and industry

Marketing

Add demographics, interests or behaviors

Suggestions

Browse

Exclude People or Narrow Audience

Connections

Add a connection type

Potential Audience:

Potential Reach: 48,000,000 people

Audience Details:

- Location - Living In:
 - United States
- Age:
 - 25 - 44
- People Who Match:
 - Interests: Marketing

Cancel

Create Saved Audience

Once ready, click the
"Create Saved
Audience" button.

Date Created

Sharing

07/21/2020
9:37 AM

07/06/2020
11:57 AM

07/06/2020
10:25 AM

07/06/2020
10:24 AM

07/01/2020
2:07 PM

06/24/2020
5:42 PM

06/24/2020
3:29 PM

06/23/2020
4:46 PM

06/22/2020
11:39 AM

06/22/2020
11:37 AM

05/26/2020
10:43 AM

05/26/2020
9:00 AM

05/22/2020
9:28 AM

Coursenvy.com Ad Account (557...

Columns

Targeting Custom, Lookalike, and Saved Audiences

Now it is time to target all our newly created Facebook Audiences via Facebook Ad Campaigns!

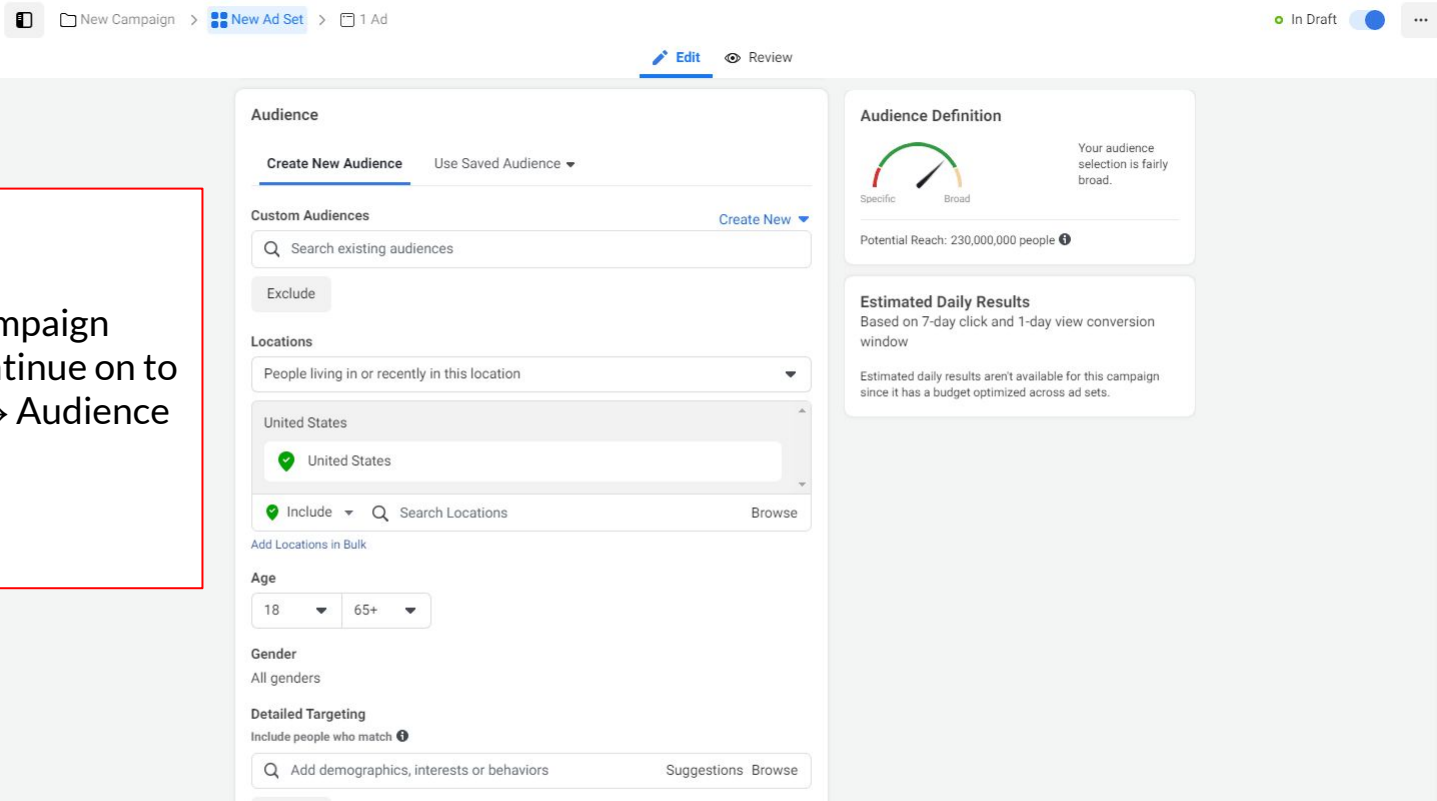
- Navigate to your Ads Manager
- Click the green Create button

The screenshot shows the Facebook Ads Manager interface. At the top, there's a header with 'Campaigns' and 'Coursenvy.com Ad Account (5...'. Below this is a search bar and filters. A red arrow points to the '+ Create' button. The main area shows a table of campaigns with columns: Campaign Name, Delivery, Bid Strategy, Budget, Results, Reach, Impressions, Cost per Result, Amount Spent, Ends, Frequency, and Unique Link Clicks. Two campaigns are listed: 'CONV-99modMBA-mrkt-USA7-20' and 'CONV-99modMBA-LA-USA7-6 [LA (US, 1%) -...'. Both are active and using the 'Lowest cost' bid strategy.

Campaign Name	Delivery	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Frequency	Unique Link Clicks
CONV-99modMBA-mrkt-USA7-20	Active	Lowest cost	\$50.00 Daily	— Purchase	1,184	1,302	— Per Purchase	\$34.71	Ongoing	1.10	8
CONV-99modMBA-LA-USA7-6 [LA (US, 1%) -...	Active	Lowest cost	\$75.00 Daily	12 Purchases	9,125	14,283	\$60.66 Per Purchase	\$727.91	Ongoing	1.57	141

Targeting Custom, Lookalike, and Saved Audiences

Select your Campaign Objective, then continue on to the AD SET level → Audience section



The screenshot displays the Facebook Ads interface. On the left, a sidebar contains navigation icons. The main area shows a breadcrumb trail: "New Campaign" > "New Ad Set" > "1 Ad". A red arrow points from the "New Ad Set" link in the sidebar to the "New Ad Set" link in the breadcrumb. The "Audience" section is active, showing options to "Create New Audience" or "Use Saved Audience". Under "Custom Audiences", there is a search bar and an "Exclude" button. The "Locations" section shows a dropdown for "People living in or recently in this location" with "United States" selected. Below this, there is a list of locations with "United States" checked. The "Age" section shows a range from "18" to "65+". The "Gender" section shows "All genders". The "Detailed Targeting" section includes a search bar for demographics, interests, and behaviors, with "Suggestions" and "Browse" buttons. On the right, there are two informational boxes: "Audience Definition" with a gauge showing "Your audience selection is fairly broad" and "Potential Reach: 230,000,000 people", and "Estimated Daily Results" stating "Based on 7-day click and 1-day view conversion window" and "Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets."

New Campaign > New Ad Set > 1 Ad

[Edit](#) [Review](#)

Audience

Create New Audience Use Saved Audience ▼

Custom Audiences [Create New](#) ▼

Search existing audiences

Exclude

Locations

People living in or recently in this location ▼

United States

United States

Include ▼ Search Locations Browse

Add Locations in Bulk

Age

18 ▼ 65+ ▼

Gender

All genders

Detailed Targeting

Include people who match ⓘ

Search Add demographics, interests or behaviors Suggestions Browse

Audience Definition

Your audience selection is fairly broad.

Potential Reach: 230,000,000 people ⓘ

Estimated Daily Results

Based on 7-day click and 1-day view conversion window

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

Select your Custom Audience, Lookalike Audience, or Saved Audiences under the AD SET level during your ad campaign creation.

New Campaign > New Ad Set > 1 Ad

[Edit](#) [Review](#)

Audience

[Create New Audience](#) Use Saved Audience ▼

Custom Audiences [Create New](#) ▼

Search existing audiences

Exclude

Locations

People living in or recently in this location ▼

United States

United States

Include ▼ Search Locations Browse

[Add Locations in Bulk](#)

Age

18 ▼ 65+ ▼

Gender

All genders

Detailed Targeting

Include people who match ⓘ

Search Add demographics, interests or behaviors Suggestions Browse

Exclude

Detailed Targeting Expansion ⓘ

☐ Reach people beyond your detailed targeting selections when it's likely to improve performance.

[Close](#) ✓ All edits saved

Audience Definition

Your audience selection is fairly broad.

Potential Reach: 230,000,000 people ⓘ

Estimated Daily Results

Based on 7-day click and 1-day view conversion window

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

[Back](#) [Next](#)

Click in the Custom Audience field to select Lookalike Audiences or Custom Audiences to target.



Audience

Create New Audience

Use Saved Audience ▼

Custom Audiences

INCLUDE people who are in at least ONE of the following

Create New ▼

Search existing audiences

All Lookalike Audience Custom Audience

LA (richC, 1%) - CL - BUYERS - learnCE (ALL)	Lookalike
LA (US, 1%) - CA - WC - modMBA LP - Top 25% - 30 D...	Lookalike
LA (US, 1%) - CA - WC - modMBA LP - 90 Days	Lookalike
LA (US, 5%) - CA - WC - CE (ALL) - Top 25% - 90 Days	Lookalike
LA (US, 1%) - CL - BUYERS - altM (ALL)	Lookalike
LA (US, 10%) - CL - BUYERS - learnCE (ALL)	Lookalike
LA (US, 5%) - CL - BUYERS - learnCE (ALL)	Lookalike
LA (US, 1%) - CL - BUYERS - learnCE (ALL)	Lookalike
LA (US, 1%) - WC - CE (ALL) - 90 Days	Lookalike

People living in this location

United States

United States

Include Search Locations

Browse

Add Locations in Bulk

Age

18 - 65+

Audience Definition



Audience definition is unavailable.

Potential Reach: Unavailable ⓘ

Estimated Daily Results

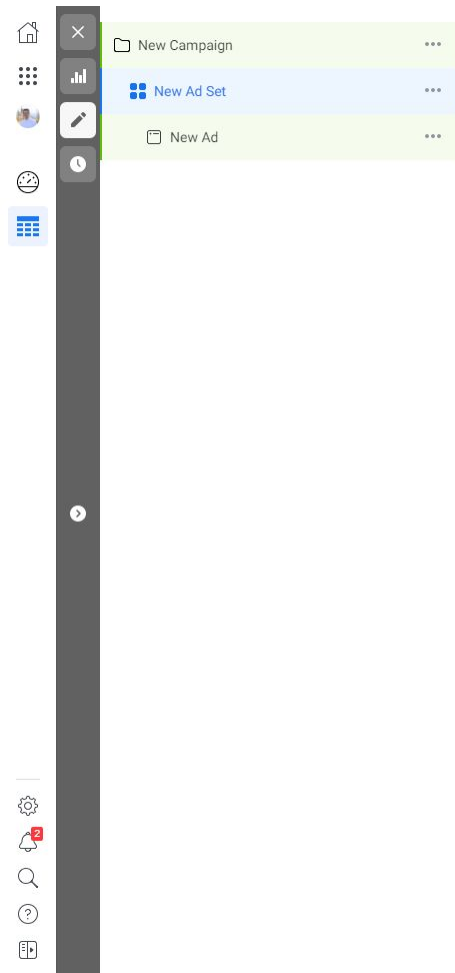
Estimated daily results aren't available for this campaign is a budget optimized across ad sets.

By clicking the "Publish" button, you agree to Facebook's [Terms](#) and [Advertising Guidelines](#).

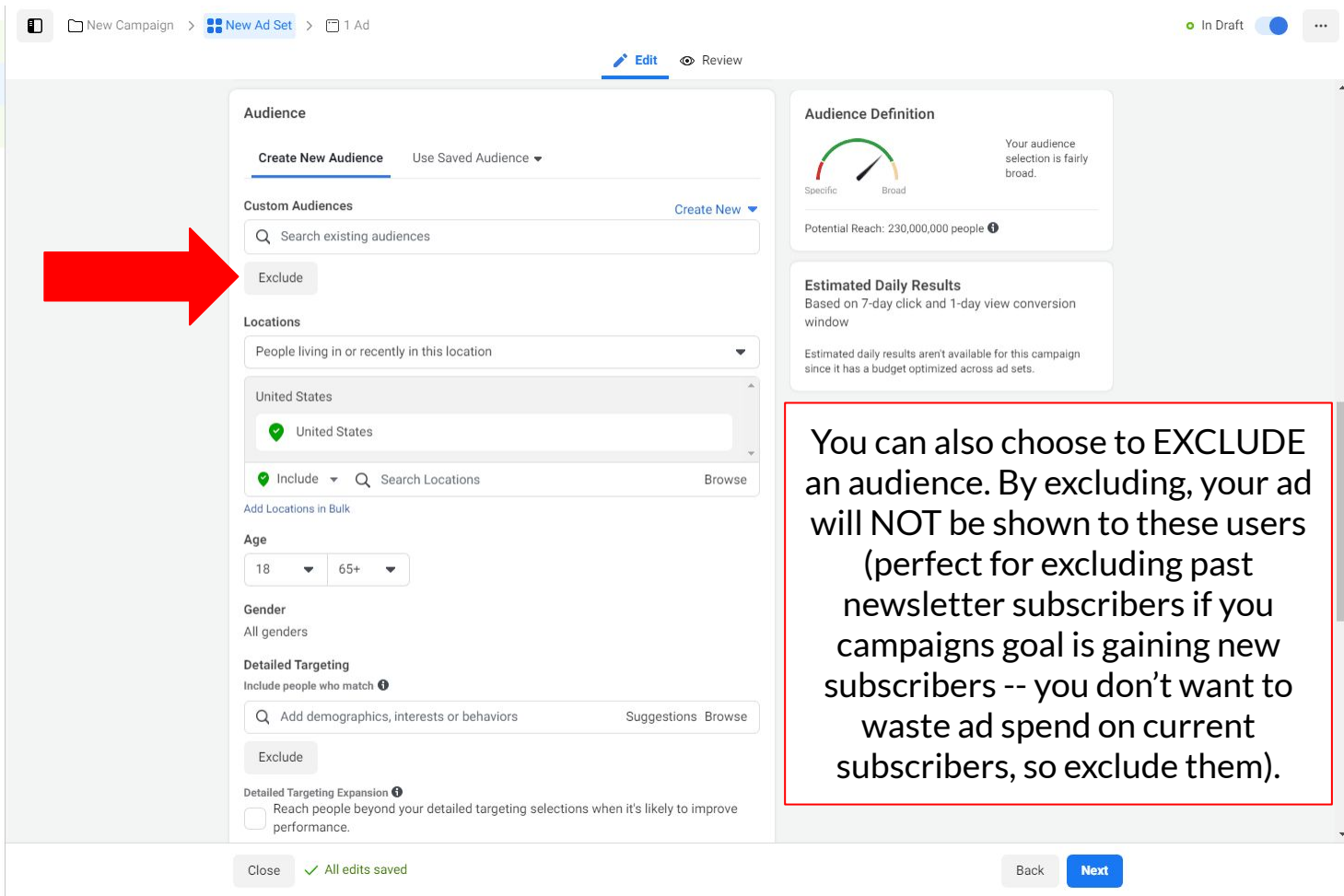
Close

Discard Draft

Publish



The sidebar contains icons for Home, Analytics, Ad Sets, Ads, Campaigns, and a search icon. Below these are icons for a calendar, a clock, and a list view. The main navigation area shows three items: 'New Campaign' (with a folder icon and three dots), 'New Ad Set' (with a blue square icon and three dots), and 'New Ad' (with a document icon and three dots). The 'New Ad Set' item is highlighted in blue.



The page shows the 'Audience' configuration for a new ad set. The breadcrumb trail at the top is 'New Campaign > New Ad Set > 1 Ad'. The page has 'Edit' and 'Review' tabs. The 'Audience' section has two tabs: 'Create New Audience' (active) and 'Use Saved Audience'. Under 'Create New Audience', there is a 'Custom Audiences' section with a search bar and a 'Create New' link. Below this is an 'Exclude' button, which is highlighted by a large red arrow. The 'Locations' section has a dropdown menu set to 'People living in or recently in this location'. Below this is a list of locations with 'United States' selected. There is an 'Include' button and a search bar for locations. The 'Age' section has two dropdown menus set to '18' and '65+'. The 'Gender' section is set to 'All genders'. The 'Detailed Targeting' section has a search bar and an 'Exclude' button. The 'Detailed Targeting Expansion' section has a checkbox that is unchecked. At the bottom, there is a 'Close' button and a green checkmark with the text 'All edits saved'. On the right side, there are three informational cards: 'Audience Definition' (with a gauge showing 'fairly broad'), 'Estimated Daily Results' (based on 7-day click and 1-day view conversion window), and a note that estimated daily results aren't available for this campaign. At the bottom right, there are 'Back' and 'Next' buttons.

Audience

Create New Audience Use Saved Audience ▼

Custom Audiences Create New ▼

Search existing audiences

Exclude

Locations

People living in or recently in this location ▼

United States

United States

Include ▼ Search Locations Browse

Add Locations in Bulk

Age

18 ▼ 65+ ▼

Gender

All genders

Detailed Targeting

Include people who match ⓘ

Search Add demographics, interests or behaviors Suggestions Browse

Exclude

Detailed Targeting Expansion ⓘ

Reach people beyond your detailed targeting selections when it's likely to improve performance.

Close ✓ All edits saved

Audience Definition

Your audience selection is fairly broad.

Potential Reach: 230,000,000 people ⓘ

Estimated Daily Results

Based on 7-day click and 1-day view conversion window

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

Back Next

You can also choose to **EXCLUDE** an audience. By excluding, your ad will **NOT** be shown to these users (perfect for excluding past newsletter subscribers if you campaigns goal is gaining new subscribers -- you don't want to waste ad spend on current subscribers, so exclude them).

Or you can choose a Saved Audience to speed up your ad creation time for targeting an audience you market to often.

New Campaign > New Ad Set > 1 Ad

In Draft

Audience

Create New Audience Use Saved Audience

Custom Audiences

Create New

Search existing audiences

Exclude

Locations

People living in or recently in this location

United States

United States

Include Search Locations Browse

Add Locations in Bulk

Age

18 65+

Gender

All genders

Detailed Targeting

Include people who match

Add demographics, interests or behaviors Suggestions Browse

Exclude

Detailed Targeting Expansion

Reach people beyond your detailed targeting selections when it's likely to improve performance.

Close All edits saved

Audience Definition

Your audience selection is fairly broad.

Potential Reach: 230,000,000 people

Estimated Daily Results

Based on 7-day click and 1-day view conversion window

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

Back Next

New Audiences
+
Detailed Targeting

New Audience Targeting

The screenshot displays the Facebook Ads interface for creating a new audience. The left sidebar shows a navigation menu with icons for home, analytics, audience, ad, and campaign. The main content area is titled 'New Campaign' and contains a 'New Ad Set' button, which is highlighted by a red arrow. Below this, the 'Audience' section is visible, showing options to 'Create New Audience' or 'Use Saved Audience'. The 'Create New Audience' section includes a search bar for existing audiences, an 'Exclude' button, and a 'Locations' section with a dropdown menu set to 'United States'. The 'Age' section shows a range from 18 to 65+, and the 'Gender' section is set to 'All genders'. The 'Detailed Targeting' section includes a search bar for demographics, interests, or behaviors. On the right, the 'Audience Definition' card shows a gauge indicating the audience selection is 'fairly broad' and a 'Potential Reach' of 230,000,000 people. A red box highlights the text: 'The final option for Audience targeting is creating a new audience. This includes targeting by Location, Age, Gender, Detailed Targeting, Languages, and Connections.'

New Campaign > New Ad Set > 1 Ad

Edit Review

Audience

Create New Audience Use Saved Audience ▼

Custom Audiences Create New ▼

Search existing audiences

Exclude

Locations

People living in or recently in this location ▼

United States

United States

Include ▼ Search Locations Browse

Add Locations in Bulk

Age

18 ▼ 65+ ▼

Gender

All genders

Detailed Targeting

Include people who match ⓘ

Search Add demographics, interests or behaviors Suggestions Browse

Audience Definition

Your audience selection is fairly broad.

Potential Reach: 230,000,000 people ⓘ

The final option for Audience targeting is creating a new audience.

This includes targeting by Location, Age, Gender, Detailed Targeting, Languages, and Connections.

New Audience Targeting

With each selection you make, your Audience Size (Potential Reach) will adjust as you narrow or broaden your audience size.

The screenshot displays the Facebook Audience Targeting interface. On the left, a sidebar contains navigation icons and a list of items: 'New Campaign', 'New Ad Set', and 'New Ad'. The main area shows the 'Audience' configuration for a 'New Campaign' > 'New Ad Set' > '1 Ad'. The 'Audience' section includes options to 'Create New Audience' or 'Use Saved Audience', a search bar for 'Custom Audiences', and filters for 'Locations' (set to 'United States') and 'Age' (set to '18' to '65+'). The 'Audience Definition' panel on the right shows a gauge indicating the audience selection is 'fairly broad' and displays a 'Potential Reach' of 230,000,000 people. A large red arrow points to this reach value. Below this, the 'Estimated Daily Results' panel notes that results are not available for this campaign due to its budget optimization.

Audience

Create New Audience Use Saved Audience ▼

Custom Audiences Create New ▼

Search existing audiences

Exclude

Locations

People living in or recently in this location ▼

United States

United States

Include ▼ Search Locations Browse

Add Locations in Bulk

Age

18 ▼ 65+ ▼

Gender

All genders

Detailed Targeting

Include people who match ⓘ

Add demographics, interests or behaviors

Suggestions Browse

Audience Definition

Your audience selection is fairly broad.

Potential Reach: 230,000,000 people

Estimated Daily Results

Based on 7-day click and 1-day view conversion window

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

Audience

Define who you want to see your ads. [Learn More](#)

Create New Audience

Use Saved Audience ▼

Custom Audiences ⓘ

Add a previously created Custom or Lookalike Audience

Exclude | [Create New ▼](#)

Locations ⓘ

People living in this location ▼

✓ People living in or recently in this location ⓘ

✓ **People living in this location** ⓘ

People recently in this location ⓘ

People traveling in this location ⓘ

Add Locations in Bulk

18 ▼ - 65+ ▼

All

Men

Women

Detailed Targeting ⓘ

Include people who match ⓘ

Add demographics, interests or behaviors

Suggestions | Browse

Exclude People

Detailed Targeting Expansion ⓘ

☐ Reach people beyond your detailed targeting selections when it's likely to improve performance.

Languages ⓘ

All languages



Your audience selection is fairly broad.

Estimated Daily Results

Results are unavailable. 

You can target local users at a varying miles radius around your address or city.

Locations ⓘ People living in this location ▼

United States

Los Angeles, California +25mi ▼

Include ▼ Type to add

Current city only

✓ Cities within radius ⓘ

10 50 25 mi

Drop Pin

Add Locations in Bulk

Age ⓘ 18 - 65+ ▼

Gender ⓘ All Men Women

Detailed Targeting ⓘ Include people who match ⓘ

Add demographics, interests or behaviors Suggestions Browse

Exclude People

Detailed Targeting Expansion ⓘ

☐ Reach people beyond your detailed targeting selections when it's likely to improve performance.

16K - 45K

Link Clicks ⓘ

152 - 445

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

Locations ⓘ People living in this location ▼

United States

7083 Hollywood Blvd, Los Angeles, California, United States +1mi ▼

1 50 1 mi

Drop Pin

Add Locations in Bulk

Reach ⓘ

4.5K - 13K

Link Clicks ⓘ

32 - 92

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

For most of our TOF campaigns, we leave the Age and Gender broad at 18-65+ and ALL.

Unless you know your specific demographics, starting broad is better to research who is engaging with your ads.

Audience

Define who you want to see your ads. [Learn More](#)

Create New Audience | Use Saved Audience ▾

Custom Audiences ⓘ

Add a previously created Custom or Lookalike Audience

Exclude | Create New ▾

Locations ⓘ

People living in this location ▾

United States
📍 United States
📍 Include ▾ Type to add more locations Browse

Add Locations in Bulk

Age ⓘ

18 ▾ - 65+ ▾

55
56
57
58
59
60
61
62
63
64
✓ 65+

Gender ⓘ

All Men

Detailed Targeting ⓘ

Include people based on:

Add demographic interests or behaviors Suggestions Browse

Exclude People based on:

Detailed Targeting options: Reach to improve relevance

Languages ⓘ All languages

Hide Options

Audience Size

SpecificBroad

Your audience selection is fairly broad.

Potential Reach: 230,000,000 people ⓘ

Estimated Daily Results

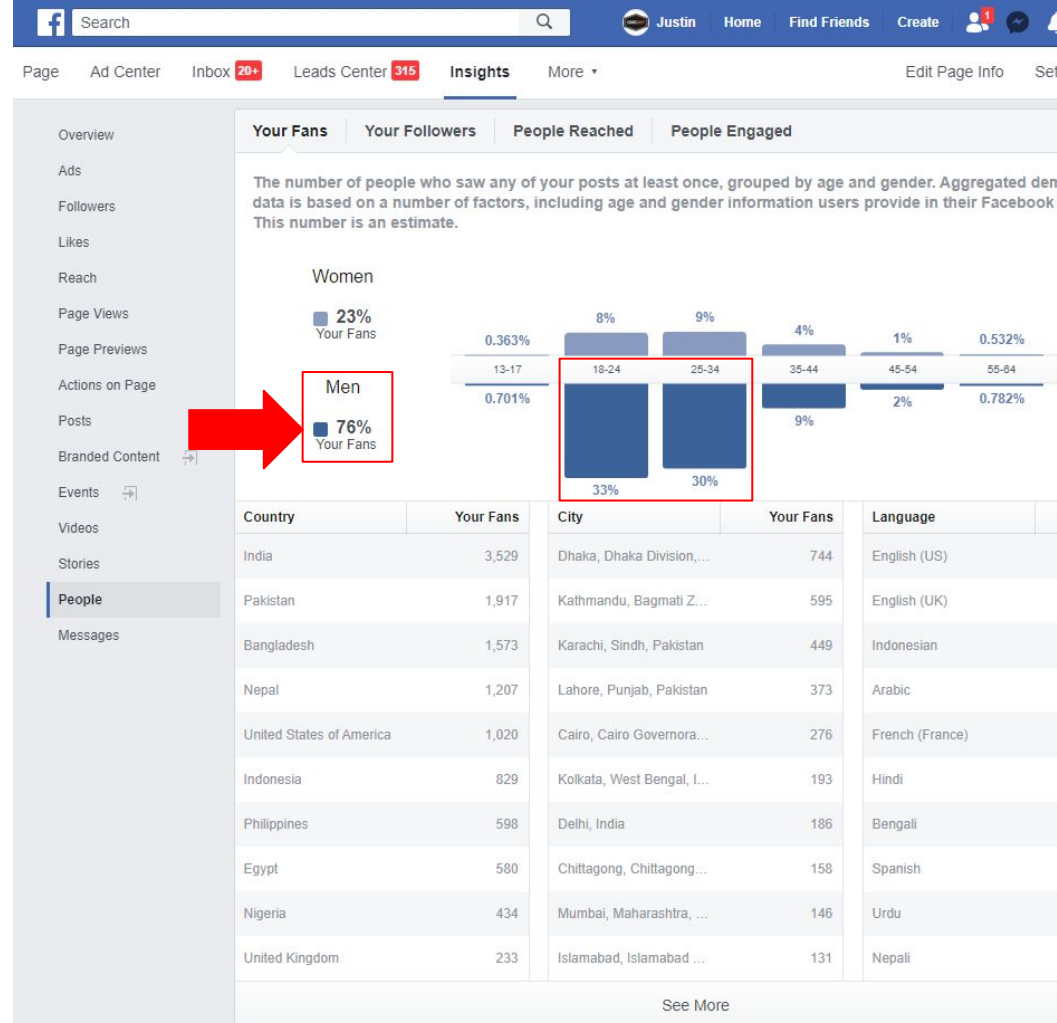
Results are unavailable. ⓘ

Page Insights

You can also look at your own Facebook Page Insights to learn more about potential target markets.

Just navigate to your Insights page at:
[Facebook.com/PageUsername/insights](https://www.facebook.com/PageUsername/insights)

- Click on “People” in the left sidebar.
- Review your fans demographics.
- Coursenvy’s target audience is: Men, age 18-34



Languages

- Set your Facebook campaign's language to the language you plan to use in your ad copy and ad creative.

Locations

People living in or recently in this location

United States

✓ United States

✓ Include

Search Locations

Browse

Add Locations in Bulk

Age

18

65+

Gender

All genders

Detailed Targeting

Include people who match

Search Add demographics, interests or behaviors

Suggestions Browse

Exclude

Detailed Targeting Expansion



Reach people beyond your detailed targeting selections when it's likely to improve performance.

Languages

Search Languages



This Is a Specialized Option



This setting is for reaching people whose language is uncommon in the location you select. To reach all people in your chosen location, leave this option blank.



Navigation sidebar with icons for Home, Campaigns, Ad Sets, Ads, Analytics, and Settings. The sidebar shows a hierarchy: New Campaign > New Ad Set > New Ad.

Facebook Ads Manager interface showing the "Audience" section for a new ad set. The interface includes a top navigation bar with "Edit" and "Review" options. The main content area is divided into sections: "Audience", "Custom Audiences", "Locations", "Age", "Gender", and "Detailed Targeting". A red arrow points to the "Browse" button in the "Detailed Targeting" section.

Audience

Create New Audience Use Saved Audience ▼

Custom Audiences Create New ▼

Search existing audiences

Exclude

Locations

People living in or recently in this location

United States

United States

Include Search Locations Browse

Add Locations in Bulk

Age

18 65+

Gender

All genders

Detailed Targeting

Include people who match ⓘ

Search Add demographics, interests or behaviors Suggestions Browse

Demographics ⓘ

Interests ⓘ

Behaviors ⓘ

Audience Definition

Your audience selection is fairly broad.

Potential Reach: 230,000,000 people ⓘ

Estimated Daily Results

Based on 7-day click and 1-day view conversion window

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

Close All edits saved

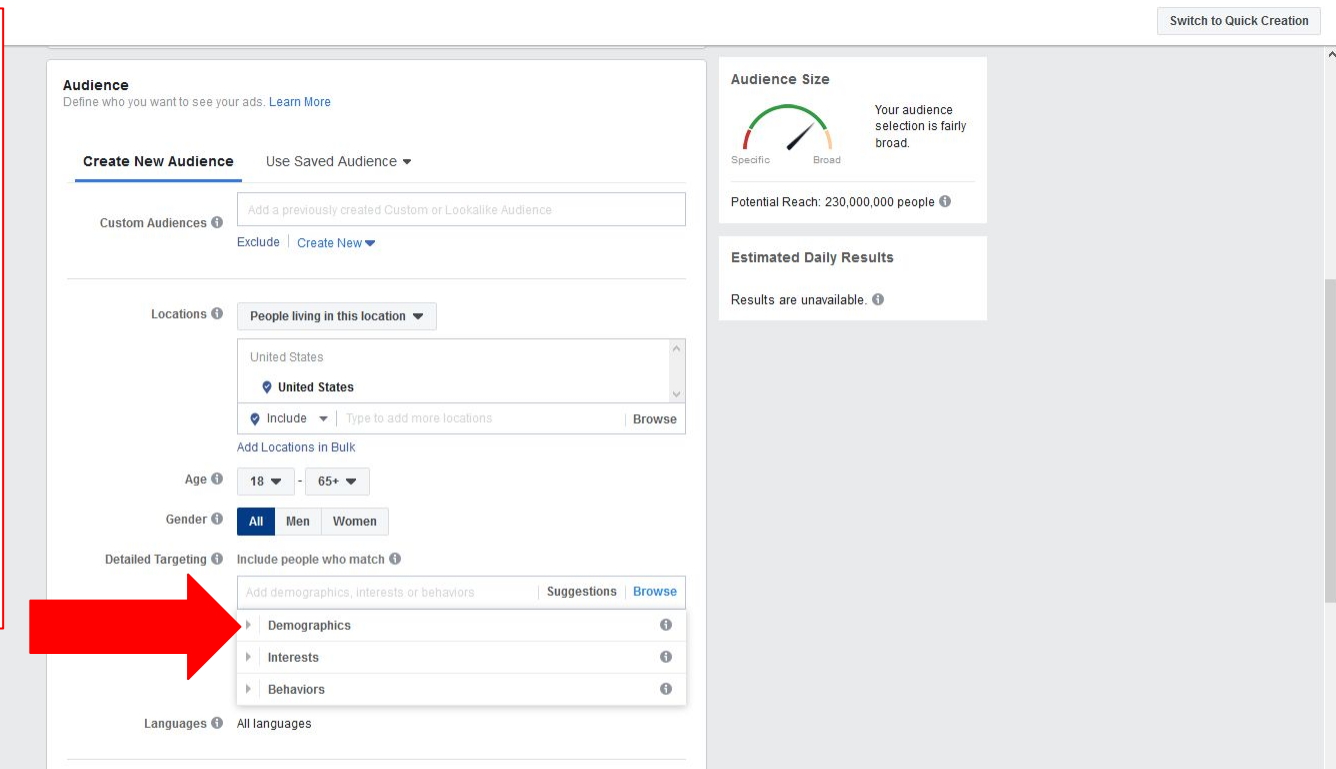
Back Next

Next, and most importantly, is the **Detailed Targeting** field. Click the **"Browse"** option to see the Detailed Targeting categories:

- Demographics
- Interests
- Behaviors

Detailed Targeting → Demographics

DEMOGRAPHICS under the Detailed Targeting field include targeting options for people based on education, employment, household, and lifestyle details.



The image shows the Facebook Audience Targeting interface. A red arrow points from the text box on the left to the 'Detailed Targeting' section of the interface. The interface includes a sidebar on the left with navigation icons, a main content area, and a right sidebar with audience metrics.

Audience
Define who you want to see your ads. [Learn More](#)

Create New Audience | Use Saved Audience ▼

Custom Audiences ⓘ Add a previously created Custom or Lookalike Audience

Exclude | [Create New](#) ▼

Locations ⓘ People living in this location ▼

United States

United States

Include ▼ | Type to add more locations | Browse

Add Locations in Bulk

Age ⓘ 18 ▼ - 65+ ▼

Gender ⓘ All Men Women

Detailed Targeting ⓘ Include people who match ⓘ

Add demographics, interests or behaviors | [Suggestions](#) | [Browse](#)

- Demographics ⓘ
- Interests ⓘ
- Behaviors ⓘ

Languages ⓘ All languages

Audience Size

Your audience selection is fairly broad.

Potential Reach: 230,000,000 people ⓘ

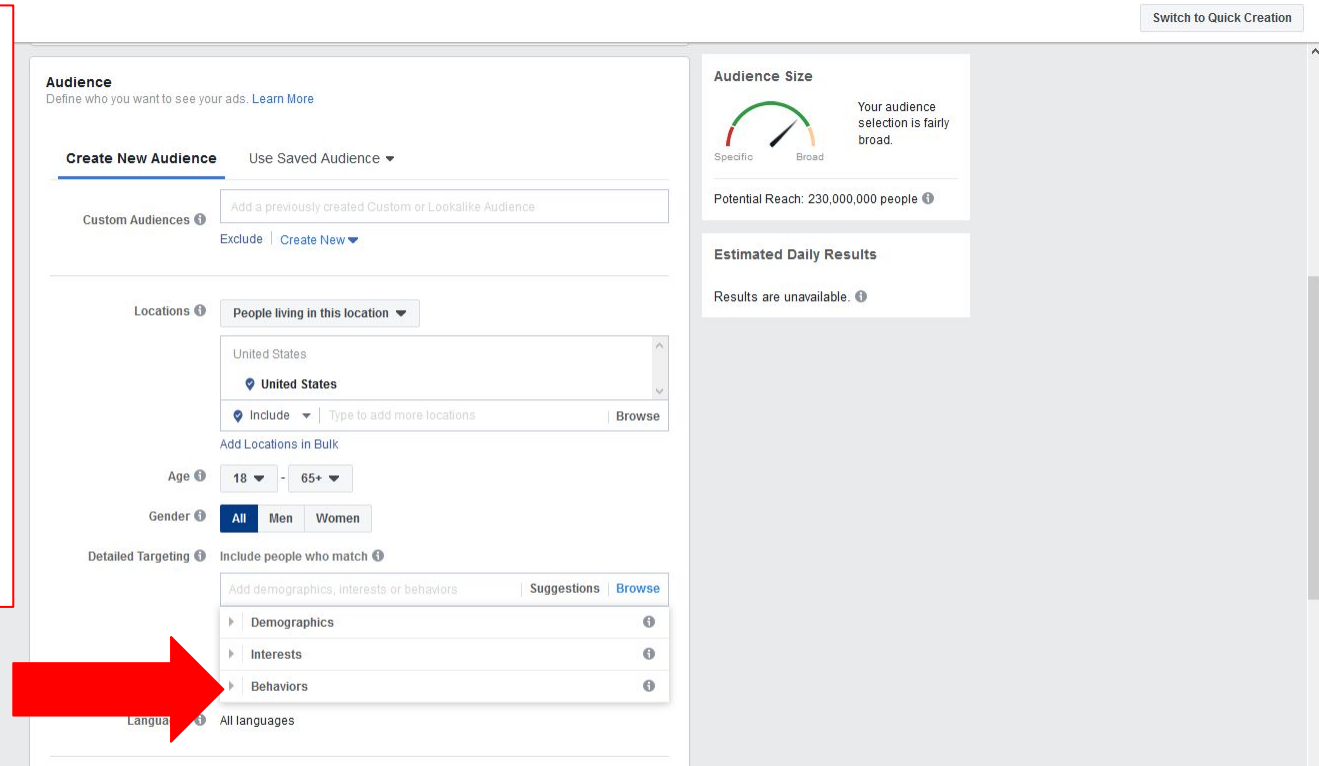
Estimated Daily Results

Results are unavailable. ⓘ

[Switch to Quick Creation](#)

Detailed Targeting → Behaviors

BEHAVIORS under the Detailed Targeting field include targeting options for people based on purchase behaviors or intents, device usage and more.



The screenshot shows the Facebook Audience creation interface. On the left, a sidebar contains navigation icons. The main area is titled "Audience" and includes a "Create New Audience" button and a "Use Saved Audience" dropdown. Below this is a search bar for "Custom Audiences" and a "Create New" button. The "Locations" section shows "People living in this location" with a dropdown menu set to "United States". The "Age" section shows a range from "18" to "65+". The "Gender" section shows "All", "Men", and "Women" options. The "Detailed Targeting" section is expanded, showing "Include people who match" with a search bar and a list of options: "Demographics", "Interests", and "Behaviors". A large red arrow points to the "Behaviors" option. The "Audience Size" section on the right shows a gauge indicating "Your audience selection is fairly broad" and a "Potential Reach" of 230,000,000 people. The "Estimated Daily Results" section shows "Results are unavailable".

Audience
Define who you want to see your ads. [Learn More](#)

Create New Audience Use Saved Audience ▼

Custom Audiences ⓘ Add a previously created Custom or Lookalike Audience

Exclude | [Create New](#) ▼

Locations ⓘ People living in this location ▼

United States

United States

Include ▼ Type to add more locations | [Browse](#)

Add Locations in Bulk

Age ⓘ 18 ▼ - 65+ ▼

Gender ⓘ All Men Women

Detailed Targeting ⓘ Include people who match ⓘ

Add demographics, interests or behaviors | [Suggestions](#) | [Browse](#)

Demographics ⓘ

Interests ⓘ

Behaviors ⓘ

Audience Size

Your audience selection is fairly broad.

Potential Reach: 230,000,000 people ⓘ

Estimated Daily Results

Results are unavailable. ⓘ

[Switch to Quick Creation](#)

Detailed Targeting

When creating your own audiences and targeting via Detailed Targeting, ALWAYS split test one variable at a time (ONE targeting option per AD SET) to see what drives results for your brand.

EXAMPLE:

In Ad Set #1, target “**Apple**” the INTEREST.

In Ad Set #2, target “**Facebook access (mobile): Apple (iOS) devices**” the BEHAVIOR.

Notice the category next to each Detailed Targeting search result for “apple”.

The image shows the Facebook Ads Manager interface. At the top, there's a navigation bar with 'New Campaign', 'New Ad Set', and '1 Ad'. Below this, the 'Detailed Targeting' section is active, showing a search for 'apple'. The results list several targeting options, each with a category label on the right: 'Behaviors', 'Behaviors', 'Behaviors', 'Interests', 'Interests', 'Employers', 'Employers', and 'Interests'. A red box highlights these category labels, and a red arrow points from the text box on the right to the 'Behaviors' category. The 'Audience Definition' section on the right shows a gauge for 'Specific' vs 'Broad' targeting, indicating the selection is 'fairly broad'. It also shows a 'Potential Reach' of 230,000,000 people and a note about estimated daily results not being available for this campaign.

Detailed Targeting

Include people who match ⓘ

Q apple Suggestions Browse

- Apple > Facebook access (mobile): iPhone XS Behaviors
- Apple > Owns: iPhone SE Behaviors
- Apple > Owns: iPhone 6S Plus Behaviors
- Apple Interests
- Apple Inc. Interests
- Apple TV Employers
- Apple Music Employers
- Apple Music Interests

Save This Audience

Audience Definition

Your audience selection is fairly broad.

Potential Reach: 230,000,000 people ⓘ

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

Next

We personally see the best return on ad spend from targeting **BEHAVIORS**.

These are users who we definitely know fall in this category (i.e. a user logging into Facebook via an iOS device).

While **INTERESTS** on the other hand could be a user who liked an Apple ad one time, but doesn't even own an iPhone.

We also see great results targeting specific demographics, such as “Parents with teenagers”.

You can speak DIRECTLY to your target market via your ad copy. For example, “Hey parents! Here is a great XYZ for your TEEN!”

The more personalized your ads can be, the better!

New Campaign > New Ad Set > 1 Ad

[Edit](#) [Review](#)

Custom Audiences

[Create New](#)

Search existing audiences

Exclude

Locations

People living in or recently in this location

United States

United States

Include Search Locations Browse

Add Locations in Bulk

Age

18 65+

Gender

All genders

Detailed Targeting

Include people who match

Demographics > Parents > All Parents

Parents with teenagers (13-17 years)

Search Add demographics, interests or behaviors Suggestions Browse

Exclude Narrow Audience

Detailed Targeting Expansion

Reach people beyond your detailed targeting selections when it's likely to improve performance.

Close All edits saved

Audience Definition

Your audience selection is fairly broad.

Potential Reach: 6,300,000 people

Estimated Daily Results

Based on 7-day click and 1-day view conversion window

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

Back Next

Notice you can
also **NARROW**
your audience or
EXCLUDE
Detailed
Targeting
audiences all
together.

Facebook Ads Manager interface showing the "New Ad Set" configuration screen.

Navigation: New Campaign > New Ad Set > 1 Ad

Buttons: Edit, Review

Custom Audiences: Search existing audiences, Exclude, Create New

Locations: People living in or recently in this location, United States, United States, Include, Search Locations, Browse

Age: 18, 65+

Gender: All genders

Detailed Targeting: Include people who match, Demographics > Parents > All Parents, Parents with teenagers (13-17 years), Add demographics, interests or behaviors, Suggestions, Browse, Exclude, Narrow Audience

Detailed Targeting Expansion: Reach people beyond your detailed targeting selections when it's likely to improve performance.

Audience Definition: Your audience selection is fairly broad. Potential Reach: 6,300,000 people

Estimated Daily Results: Based on 7-day click and 1-day view conversion window. Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

Buttons: Close, All edits saved, Back, Next

As you can see, we narrowed this targeting to “Parents with teenagers” **AND MUST ALSO MATCH** (Narrow Further) the interest “Baking”.

New Campaign > New Ad Set > 1 Ad

Edit Review

Detailed Targeting

Include people who match ⓘ

Demographics > Parents > All Parents

Parents with teenagers (13-17 years)

Q Add demographics, interests or behaviors

Suggestions Browse

and must also match

Interests > Food and drink > Cooking

Baking

Q Add demographics, interests or behaviors

Suggestions Browse

Narrow Further

Exclude people who match ⓘ

Q Add demographics, interests or behaviors

Suggestions Browse

You can exclude people to help refine your intended audience. When you choose to make exclusions, keep in mind that our Advertising Policies prohibit wrongful discrimination. [Learn More](#)

Detailed Targeting Expansion ⓘ

☐

Reach people beyond your detailed targeting selections when it's likely to improve performance.

Languages

Q Search Languages

Show More Options ▾

Save This Audience

Close

✓ All edits saved

Audience Definition



Your audience selection is fairly broad.

Potential Reach: 3,100,000 people ⓘ

Estimated Daily Results

Based on 7-day click and 1-day view conversion window

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

Back

Next

In this example, we narrowed our targeting to “Parents with teenagers” **AND MUST ALSO MATCH** (Narrow Further) the demographic “Relationship Status Single” and **EXCLUDE PEOPLE WHO MATCH** (Exclude People) the behavior “Facebook access (mobile): Apple (iOS) devices”.

New Campaign > New Ad Set > 1 Ad

Edit Review

In Draft

Detailed Targeting

Include people who match ⓘ

Demographics > Parents > All Parents

Parents with teenagers (13-17 years)

Q Add demographics, interests or behaviors

Suggestions Browse

and must also match

Demographics > Relationship > Relationship Status

Single

Q Add demographics, interests or behaviors

Suggestions Browse

Narrow Further

Exclude people who match ⓘ

Behaviors > Mobile Device User > All Mobile Devices by Operating System

Facebook access (mobile): Apple (iOS) devices

Q Add demographics, interests or behaviors

Suggestions Browse

You can exclude people to help refine your intended audience. When you choose to make exclusions, keep in mind that our Advertising Policies prohibit wrongful discrimination. [Learn More](#)

Detailed Targeting Expansion ⓘ

☐ Reach people beyond your detailed targeting selections when it's likely to improve performance.

Languages

Q Search Languages

Show More Options ▾

Close ✓ All edits saved

Audience Definition



Your audience selection is fairly broad.

Potential Reach: 410,000 people

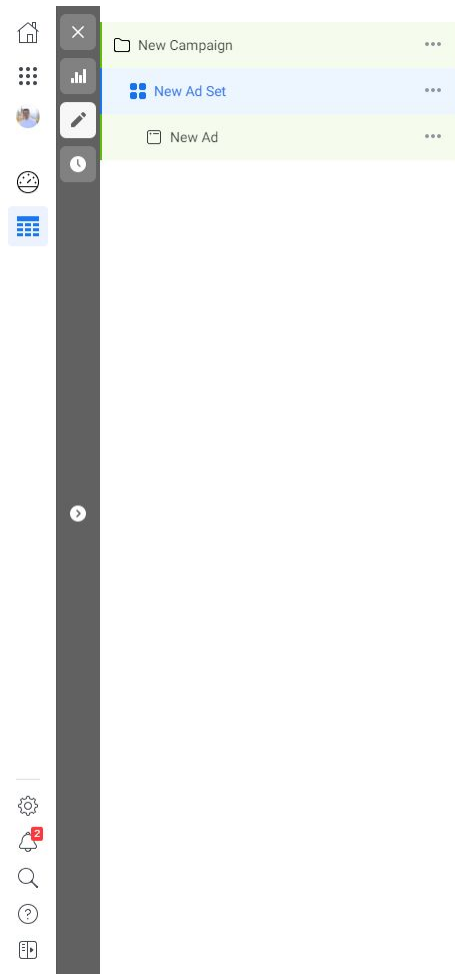
Estimated Daily Results

Based on 7-day click and 1-day view conversion window

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

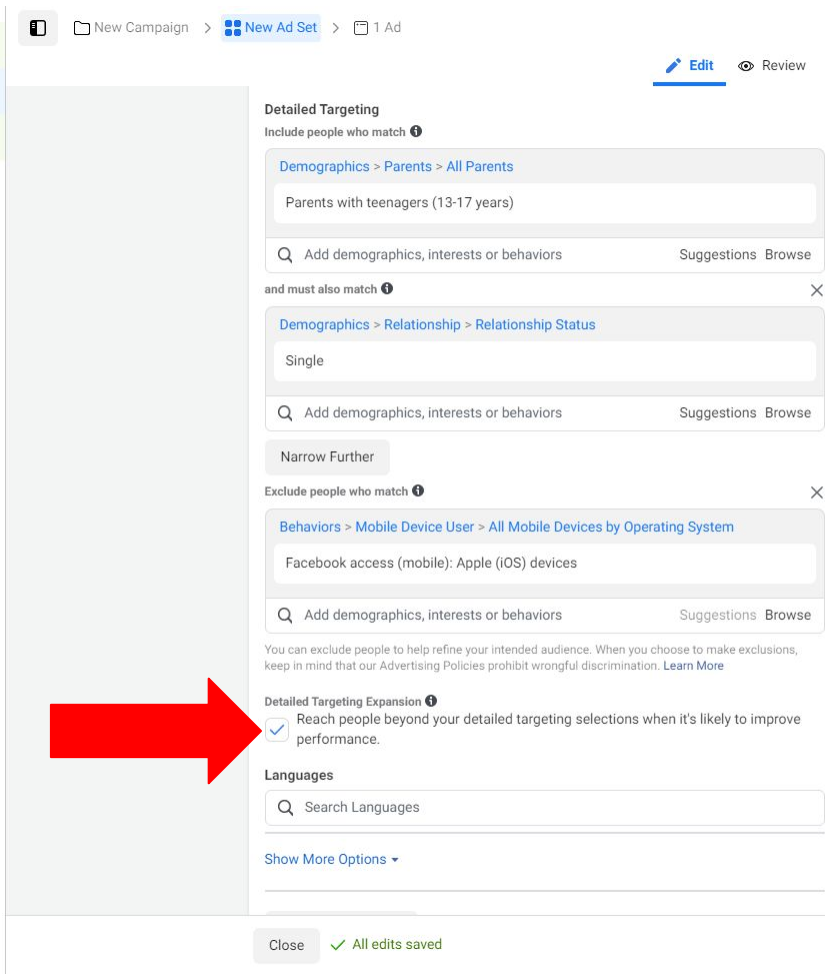
Back

Next



The sidebar contains the following items from top to bottom:

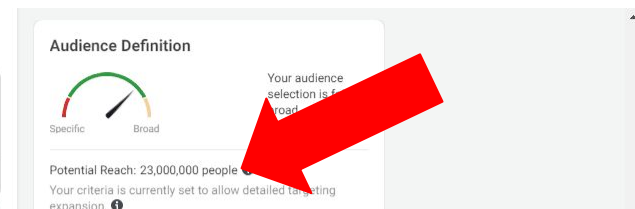
- Home icon
- Close icon (X)
- New Campaign (with three dots)
- New Ad Set (with three dots)
- New Ad (with three dots)
- Analytics icon
- Calendar icon
- Help icon
- Grid icon
- Settings icon
- Notifications icon (with a red badge showing '2')
- Search icon
- Question mark icon
- Account icon



The interface shows the 'Detailed Targeting' section for a new ad set. It includes the following sections:

- Detailed Targeting**
 - Include people who match:
 - Demographics > Parents > All Parents
 - Parents with teenagers (13-17 years)
 - Search bar: Add demographics, interests or behaviors
 - Buttons: Suggestions, Browse
 - and must also match:
 - Demographics > Relationship > Relationship Status
 - Single
 - Search bar: Add demographics, interests or behaviors
 - Buttons: Suggestions, Browse
 - Narrow Further (button)
 - Exclude people who match:
 - Behaviors > Mobile Device User > All Mobile Devices by Operating System
 - Facebook access (mobile): Apple (iOS) devices
 - Search bar: Add demographics, interests or behaviors
 - Buttons: Suggestions, Browse
- Detailed Targeting Expansion**
 - Reach people beyond your detailed targeting selections when it's likely to improve performance. (Checked)
- Languages**
 - Search Languages
 - Show More Options (dropdown arrow)

At the bottom, there is a 'Close' button and a green checkmark with the text 'All edits saved'.



The 'Audience Definition' section shows a gauge with a needle pointing towards the 'Broad' side. It includes the following text:

- Audience Definition**
- Your audience selection is for broad.
- Potential Reach: 23,000,000 people
- Your criteria is currently set to allow detailed targeting expansion.

One final note for Detailed Targeting, is the Detailed Targeting Expansion option. By checking this box, you can reach people beyond your detailed targeting selections when it's likely to improve performance (all via Facebook AI).

Detailed Targeting Expansion lets Facebook show your ads to more people, which may help you reach your optimization goal. This is worth split testing, if you are uncertain of who your target market is.

Connections

You can reach people who have a connection to your Facebook Page, app or event.

By selecting one of these **Connections**, it will narrow your audience to include only people with that specific connection who also meet the other targeting categories you've selected.

The default is to **NOT** select any Connections.



[Suggestions](#) [Browse](#)

You can exclude people to help refine your intended audience. When you choose to make exclusions, keep in mind that our Advertising Policies prohibit wrongful discrimination. [Learn More](#)

Detailed Targeting Expansion ⓘ

☒ Reach people beyond your detailed targeting selections when it's likely to improve performance.

Languages

[Hide Options](#) ▲

Connections

Facebook Pages

☐ People who like your Page

☐ Friends of people who like your Page

☐ Exclude people who like your Page

Apps

☐ People who used your app

☐ Friends of people who used your app

☐ Exclude people who used your app

An audience we see great results from for our Top of Funnel ads, is via Connections.

Select your Facebook Page and then select “Friends of people who like your Page”.

Friends are usually pretty like minded, so I sometimes even get sales from my TOF ads targeting this audience!

New Campaign > New Ad Set > 1 Ad

[Edit](#) [Review](#)

Demographics > Relationship > Relationship Status

Single

Q Add demographics, interests or behaviors Suggestions Browse

Narrow Further

Exclude people who match ⓘ

Behaviors > Mobile Device User > All Mobile Devices by Operating System

Facebook access (mobile): Apple (iOS) devices

Q Add demographics, interests or behaviors Suggestions Browse

You can exclude people to help refine your intended audience. When you choose to make exclusions, keep in mind that our Advertising Policies prohibit wrongful discrimination. [Learn More](#)

Detailed Targeting Expansion ⓘ

☒ Reach people beyond your detailed targeting selections when it's likely to improve performance.

Languages

Q Search Languages

Hide Options ▲

Connections

Friends of people who like your Page ▼

Coursenvy X

Q Add another Page

Save This Audience

Close ✓ All edits saved

Back Next

Audience Definition

Your audience is defined.

Potential Reach: 120,000 people ⓘ

Your criteria is currently set to allow detailed targeting expansion. ⓘ

Estimated Daily Results

Based on 7-day click and 1-day view conversion window

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

My Favorite Audiences

The Coursenvy SUPER Buyer Audiences

Instead of just uploading ALL of your past customers in bulk, HYPER segment them based on CUSTOMER VALUE! I have listed a couple of my favorite Custom Audiences below I suggest you try, but also test your own ideas using the 80/20 rule (Pareto's Law) focusing on the BEST users.

Also, remember to always create a 1%, 5%, and 10% Lookalike Audience of each Custom Audience for future Top of Funnel ad targeting split tests. I often make COLD sales to these Lookalike Audience!

- Manually remove discount or promo shoppers from your buyer list. Create a Customer List of buyers who pay FULL PRICE ONLY.
- Create a Custom Audience of buyers who have made more than one purchase or over XX amount (i.e. \$100 dollars). This is a perfect “VIP list” for future product launches and marketing “exclusivity”.

